

NEW HAMPSHIRE
• JUL 1 1899 •
STATE LIBRARY

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVII.

NEW YORK, JUNE 28, 1899.

NO. 13.



BE SURE

*of Every One
You Put
in the Boat!*

Having done this, just place

*The ==
Philadelphia*

RECORD

Stroke and YOU'LL WIN, because THE RECORD pulls a stroke oar in every advertising appropriation it shares.

(A miniature copy of the 2nd Birthday Number of The Pioneer One-Cent Newspaper of America is sent on request.)

The average circulation in May, 1899, was 186,140 daily, and rate 25 cents per line; 144,031 copies Sunday, and rate 20 cents per line.

The Record Publishing Co., Philadelphia, Penna.

13,962,000 Individual People

Now here's a circulation for you,
Mr. Advertiser.

We can put you on direct speaking terms with this tremendous multitude.

We can do it at your least expense, and to your greatest profit.

May we call on you with full details? You can't lose anything in getting such important particulars.

We'll follow a postal card invitation.

The advertisement features a black and white illustration of a streetcar with several figures on board. Above the streetcar, the company name is written in a bold, serif font. Below the streetcar, there is descriptive text about the company's offices in Detroit and New York.

The Mulford & Petry Company

WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.

STREET CAR ADVERTISING

EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVII.

NEW YORK, JUNE 28, 1899.

NO. 13.

ADVERTISING "FIREPROOF- INE."

A LIBERAL ADVERTISING CAMPAIGN STARTED WITH A NEW AND USEFUL ARTICLE OF COMMERCE—A GENEROUS ALLOWANCE OF NEWSPAPER SPACE—A CATCHY HEADLINE—THE ADVERTISING TO BE DONE ALL OVER THE CIVILIZED WORLD—AN ARTICLE THAT HAS A QUICK SALE AS SOON AS KNOWN.

New Yorkers are by this time familiar with the attractive newspaper

ing being done by the concern, Mr. Derrick said:

"Really there is no advertising history to relate, as we have practically only just started up. We are in most of the New York dailies, and this is our first field. We have taken spaces small and large, from three inches single column to three full columns, and expect to increase rather than decrease the size of them. The advertising done thus far has been very profitable, although, personally, I am not satisfied that I have the best of

\$50,000 REWARD

IF ANY ONE CAN SET THIS NEWSPAPER ON FIRE after it has been dipped in "Fireproofine" and dried. By actual test it requires five minutes to burn a small hole through a piece of cotton mosquito netting. It will not burn beyond the point of actual contact with the flame applied to it. Bring your own samples and be convinced.

"FIRE PROOF INE."

"USE IT IN THE WASH."

Makes all fabrics non-inflammable. Saves lives. Security from fire absolute. Expense trifling. No trouble.

FOR SALE BY

H. B. CLAFLIN CO., Wholesale.

BLOOMINGDALE BROS., 3d Ave. & 59th St.
H. C. F. KOCH & CO., 131 West 12th St.
ABRAHAM & STRAUS, Fulton St., Brooklyn.
SIEGEL-COOPER CO., 18th St. and 6th Ave.
R. H. MACY & CO., 14th St. and 6th Ave.
JOS. H. BAULAND CO., 593 Fulton St., Brooklyn.

EHRICH BROS., 343 6th Ave.
LUDWIG BAUMANN & CO., 500 8th Ave.
A. D. MATTHEWS CO., 396 Fulton St., Brooklyn.
H. BATTERMAN & CO., Broadway, Brooklyn.

And other representative dealers.

Fabric Fireproofine Co., 26 East 23d Street.
New York.

advertisements of "Fireproofine," the new chemical compound that renders incombustible any fabric which has been dipped in it. A PRINTERS' INK reporter recently called upon the advertising manager, Mr. Paul E. Derrick of the Tribune Building, being referred to him by the Fabric Fireproofine Company, 26 East 23d street.

Asked for his story of the advertis-

matter written. It has all been done in a hurry, and anything done in haste is seldom good."

"Will you confine your efforts to the metropolis, Mr. Derrick?" asked the reporter.

"By no means. Every city and town in the United States will be thoroughly covered. Fireproofine is for national, not local benefit. It is

PRINTERS' INK.

useful in any climate, and we intend that not only this country but every other country on the face of the earth shall know about it."

"Is the \$50,000 offer at the head of this advertisement bona fide, Mr. Derrick?"

"Yes, anybody can have the money who earns it by accomplishing what we ask them to do. But we know that it is impossible. Fireproofine renders all fabrics non-inflammable and insures absolute security from fire. Practically it is the old principle of fire extinguishing applied in another way. Instead of an extinguisher it is used as a preventive of fire. Wherever it is used fire becomes harmless. It kills the oxygen, and without oxygen fire can not burn. You see we use as a catch phrase, 'Use it in the wash.' That is because Fireproofine is a great cleanser as well as a safeguard from fire."

"In that case your field will be practically unlimited?"

"Just so. The stuff is needed by the poorest as well as by the wealthy, and it is so inexpensive as to be within the reach of all."

"I understand you are giving public demonstrations of its uses?"

"Yes, I believe that practical demonstration of the value and the uses of any article is excellent advertising, and therefore we have daily demonstrations at our uptown offices. Then again, all the leading department stores are selling Fireproofine and they have demonstrators of their own."

"Do you do any sampling?"

"By mail, yes. We advertise a free test of Fireproofine, and we have applications by the thousand at the present time."

"Might I ask you what your appropriation is for this year?"

"I would rather not say. Although we have money to burn it will be dipped in the Fireproofine of caution."

"How about house to house sampling?"

"We may do some of that by and bye. Fireproofine is in two different forms, liquid and powder. The latter can be easiest used for sampling purposes, and only needs mixing in a little water for use. We are also going to introduce shortly a 'Fireproofine' Starch, and that will be found of great domestic value. Probably you are aware that linen or clothing of any kind that has been treated with Fire-

proofine can not be scorched while being ironed."

"What other forms of advertising have you in view, Mr. Derrick?"

"Of course we shall use the magazines—some of them, anyway. It is likely that we will also use the street car cards, as I believe that to be good advertising, particularly in crowded cities. But there may be many forms of advertising that we will use which I can not think of now. One thing you may be sure of: neither money nor labor will be spared to make Fireproofine known—and used—all over the world. We know that we have a good thing, and we are anxious to let the great public in every nation know of its merits. We want it regarded as a necessity, not a luxury, and we are confident that, once in general use, Fireproofine will reduce the loss by fire of life and property fully one half."

"The writing and placing of the Fireproofine ads is all done by you, I believe, Mr. Derrick?"

"Yes; though, as I said, I do not think that I have yet succeeded in producing any good ads for the article. Still, inasmuch as they are proving attractive and selling goods, I suppose we ought to be satisfied."

JOHN S. GREY.

 KEEPING IT ALIVE.

Intelligent stock raisers know that a certain amount of feed is necessary to keep an animal alive. They might feed that amount as long as it lives and it would never gain a pound. There is no profit in that kind of feeding. The kind that pays is the kind that builds flesh rapidly. If it takes twenty pounds of food each day to keep a sheep alive, twenty-five pounds a day will make it gain flesh. It's the extra five that brings the profit. The first five pounds amounts to nothing, nor does the second, or third or fourth five pounds. It's the same way with advertising. You have to do a certain amount to overcome the resistance of the public. You have to do a certain amount of advertising to make them wake up to the fact that you are in business at all. You have to pay a certain amount to keep your advertising alive. What you pay above that amount brings profit. Some advertisers fail because they do not use enough space. They use barely enough, or sometimes not quite enough to make the advertising self-sustaining. A little bit more would make it profitable. It is better to advertise a little too much than not quite enough.—*Bates.*

 THE MISSION OF ADVERTISING.

The great business men of the country create business; they would have a sorry time of it if they were hunting only the customers who wanted their wares. They teach men the advantages of using their goods; the profit there is in adopting modern methods. They put men on the road to fortune. This is the mission of live, virile advertising. It leads the people to a higher civilization.—*Agricultural Advertising.*

WIND MILLS.

HOW ONE CONCERN BRINGS THEM TO
PUBLIC ATTENTION.

I visited the little city of Batavia, Ill., the other day and called on Mr. C. A. Whitney, secretary and advertising manager of the Challenge Wind Mill and Feed Mill Co. Batavia is called the Rock city because of its many fine quarries. It is also the city of wind mills, for here are located three of the largest wind mill factories in the United States, viz., the Challenge Wind Mill and Feed Mill Co., the United States Wind Engine and Pump Co., and the Appleton Manufacturing Co. The Challenge company, whose manager I interviewed, has branch houses in New York City, Boston and Dallas, Texas.

"We advertise in all the leading agricultural papers," said Mr. Whitney, "some 75 or 100 of them, and the five big implement trade journals as follows: *Farm Implement News*, Chicago; *Implement Age*, Philadelphia; *Farm Machinery*, St. Louis; *Implement Trade Journal*, Kansas City, and *Farm Implements*, Minneapolis. We want to reach the farmer and the implement dealer and advertise in such periodicals as will bring us in contact with both of these two classes. We do not use what are strictly weekly newspapers, however, although there are many whose constituencies are largely the farmers. Our yearly expenditure for advertising varies from \$7,000 to \$15,000."

"What agricultural paper have you found among this large number mentioned has given you the best returns?"

"That I am not willing to state. As I said before, we use all the leading publications. Some are good and some are not. We have our preferences, but I am not willing to name them."

"Will you name four or five of the farm journals you consider best?"

"I do not like to do that either. I believe that we could cover the field pretty well by the use of a few of the best mediums. It is my opinion, however, that no matter how poor a medium may be, by advertising in its columns, we are pretty sure to reach somebody that we would not otherwise, and so we use them all. The *Rural New Yorker* is a good paper; so is the *Farm, Stock and Home*, of Minneapolis; the *Ohio Farmer*, of

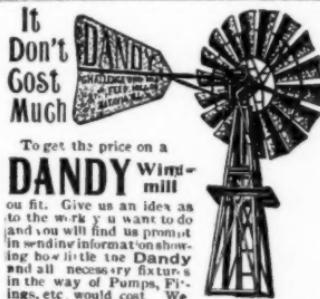
Cleveland; the *Orange Judd Farmer*, of Chicago; the *American Agriculturist*, of New York; and then one of the best farm journals is published at Louisville, the *Home and Farm*. But then I said I did not care to name any papers. I do not wish to do any of the others injury."

"Besides the papers, what other advertising do you use?"

"Circulars. We spend a great deal of money for sending circulars to the dealers."

"Do you sell many goods direct to the farmers?"

"No. Our trade is almost entirely with the implement dealer. The farmer is a queer creature. There are two classes. One will always buy direct from the manufacturer in the hope of saving the dealer's commission. The other buys of the dealer.



To get the price on a
DANDY Wind-mill
or fit. Give us an idea as
to the work you want to do
and you will find us prompt
in sending information showing
how little the **Dandy**
and all necessary fixtures
in the way of Pumps, Fly-
ings, etc. would cost. We
are manufacturers and have not advanced our
prices.
Challenge Windmill & Feed Mill Co.
Texas Branch:
Batavia, Ills.
Austin & Pacifico, Dallas.

The great majority of farmers belong to the latter class, and it is with a view to making a favorable impression and creating a desire for our goods, on the part of the farmer, that we advertise in the agricultural journals. When he is ready to buy, in nine cases out of ten he will go to his nearest dealer. Probably he has sent for catalogues to every wind mill concern in the country he has learned of. If he has decided that he wants our goods, he will ask for them. It is important then that we impress the dealer, or he may prevail on the farmer to buy some other make, and it is through our advertising in the implement trade journals and circulars sent direct to the agents that we reach them."

"Do you key your ads?"

"Yes, very systematically, and keep a strict account of inquiries and sub-

sequent sales resulting from these inquiries as near as we can get at it. In this connection I will name you a rather surprising experience we once had. A few years ago we began advertising in two farm papers we had not hitherto used. From one we received 280 inquiries and from the other but 13. Our actual sales resulting were greater from the 13 inquiries than from the 280. Remarkable? Not very. It only goes to show the comparative value of different advertising mediums."

"Do you place your advertising direct?"

"The bulk of it is handled by agencies. The papers seem to favor the agencies, and the latter can usually give us better rates than we can secure direct."

"What size ads do you run?"

"In the farm periodicals from 2 to 4 inches single or 1 inch double column. In the trade journals, quarter, half and full pages."

FRANK MINARD.

ALUMINUM FOR LITHOGRAPHY.

The June number of the *Inland Printer* contained an interesting article on this subject, from which the extracts that follow are taken:

Ever since the invention by Senefelder of the art of lithography, unceasing efforts have been made to discover among the metals a substitute for the fine-grained porous limestone. It is no exaggeration to say that millions have been expended in the search for the desired equivalent, but up to the date of the discovery of the peculiar properties of aluminum, no suitable substitute had been found. Zinc had been tried, but it utterly failed to meet the requirements on account of the absence of two essential qualities—porosity and non-corrodibility. As aluminum possesses not only these in the highest degree, but other desirable properties, it is more than an equivalent for the stone, and is incomparably superior to zinc or any of the numerous metallic and mineral compositions which have been patented since the days of Senefelder.

The cost of a lithographic stone varies according to its size and quality, those of largest dimensions costing from \$75 to \$200 and more, the price ranging from 10 cents to 25 and even 30 cents per pound. Thus, a large stone, having a printing surface of 36x44 inches and weighing 700 or 800 pounds, would cost from \$75 to \$100, according to quality; while a stone weighing from 900 to 1,200 pounds, and having a printing surface of fifty to sixty-four inches, would be worth from \$250 to \$350. The life or durability of the stone depends on the number of grainings. When a drawing or transfer is replaced by a new design, it is removed by grinding; each grinding lowering the level and proportionately reducing the thickness of the stone. The life of a stone, therefore, may be considered as limited by the number of grindings or grainings; and the number of printed impressions obtained from each design runs from 10,000 to 20,000 and sometimes as high as 30,000. It should be observed here, however, that these figures and estimates are materially affected by the fragile and sensitive

nature of the stone, and its liability to fracture from hidden flaws and other causes. The price of an aluminum plate or sheet of the same printing area or surface as that of the stone may be quoted at from \$15 to \$20, while its weight is one-hundredth and its thickness also about one hundredth that of the stone. As the removal of the transfer from the plate is effected by a process which produces a hardly appreciable reduction of the surface, the life of a \$15 or \$20 plate has been thus far found to be equal to, if not longer, than that of the stone. Over 100,000 impressions of one design have been printed from the aluminum plate and there was no perceptible weakening of the transfer or drawing.

In cheapness the difference is as five and ten to one. That is, the same amount required for the purchase of a single stone of the dimensions stated would buy from five to ten plates. Thus, \$1,000 invested in the largest size aluminum plates would furnish an aggregate printing surface equal to that of \$5,000 to \$10,000 worth of stone, while the plates would be only one-hundredth part the weight and require about one-fiftieth part of the storage space occupied by the more costly, ponderous and cumbrous material.

A PHILADELPHIAN'S RUMINATIONS.

A local firm dealing in fireworks is doing some "warm" advertising. It consists of a man dressed in a scarlet one-piece cloak falling to the ankles and a head-dress of bright blue covering all but his features. He looks like the devil. I mean this literally and descriptively, not critically. He walks up and down the street near the firm's place of business with announcement that the store is "open every evening, etc."

Snellenburg on Market St. has an outing window display showing a hammock in which is a wax figure of a girl looking up with large glassy, death-struck eyes, at a gentleman who is apparently anxious to shake her out of her nest for his own comfort. I should suppose one of the cash girls could be used as a living example of hammock luxury in place of this ghastly wax piece. An extra hand about the store might well be spared for such a purpose. "Live" advertising always pays best.

I have noticed time and again the iron work of the sidewalks in front of elegant windows full of silks and fine goods, which were badly rusted from rain water lying upon them. The store manager should have his attention called to the fact that they injure the general beauty and effectiveness of the best window display that can be gotten up. Paint, or a rust proof preparation of some kind, would prevent rust from gathering, I should suppose.

I recently saw an example of two kinds of advertising in the case of two sidewalk venders. One had dainty looking cream cakes to sell, but held them without offers. He stood silent and alone.

The other had shoe strings—far less desirable articles at the noon hour—but he lifted up his voice and said they were good ones and that he sold them "three pairs for five cents," and he sold several as I stood there and noted these facts.

Advertising is an essential element in all business small or great, and the causes of success and failure may be observed in every direction a dozen times a day in any city street.

CLIFTON S. WADY.

PRINTERS' INK is the leading and most practical newspaper advertising journal published.—*The Billposter*.

You
Can Not Reach
Readers
of

The Sun

Through
Any Other
Daily
Publication

Address,
THE SUN, New York.

HE ADVERTISES FOR MANUSCRIPTS.

Desirous to learn the results of the advertisement reproduced below, the representative of PRINTERS' INK called at the publication office of F. Tennyson Neely, 114 Fifth avenue, New York, and found Mr. Chas. F. Rideal, manager, who said:

"Yes, though we receive an enormous flood of manuscript, most of which would come to us without an effort, we are still so desirous of getting the best that we advertise for it

To Authors:	We Publish
Manuscripts required	A new book every day in the year
TENNYSON NEELY, Publisher.	FIFTH AVE. NEW YORK

persistently. As this advertisement states, we average the publication of one book a day. You can therefore readily believe that we are compelled to wade through an immense number. The percentage of acceptance is low."

"What primary qualifications do you insist upon?"

"A manuscript must contain more than 15,000 and less than 200,000 words."

"How long does it take to examine manuscript?"

"We have systematized the business so that we seldom require more than a week or ten days. This is an immense convenience to writers, for which they seem to be very grateful."

SHOP MOTTOES.

—Welcome, and come again.
—Fair dealing without fake promises.

—Something new is nothing new here.

—These shelves are the customers' friends.

—This is "bargain day" here. So is every day.

—We want our shelves to whisper: "Come again."

—We want no money that does not buy satisfaction.

—We wish to sell only the things you wish to buy.

—Goods delivered and the full value with them.

—Praise is not always truth, but the truth here is praise.

—We try to avoid mistakes but never avoid righting them.

—"Ubiquitous" is a big word, but no bigger than our bargain counter.

MANAGED TOO WELL.

Louis Blanc, as the world knows, was the most uncompromising man and the most conscientious. He spent half his life in prison because he would say what he thought was right. In one of the intervals when he was out of prison and when his popularity ran high, a paper, *l'Homme Libre*, was started for him. He was made sole head of it. One day the editor took the paper up as soon as it came out, and his eye happened to fall on a conspicuous ad, which read thus:

"The best pills are V——'s pills."

Blanc called his secretaire *de la rédaction*, who was as near to being a business manager as the paper had, showed him the ad and said:

"Don't you think we are taking a good deal on ourselves in making that statement?"

"Why, what do you mean, sir?" the man asked, puzzled.

"How do you know that V——'s pills are better than anybody else's pills?" demanded Blanc. "Have you taken them all?"

"No, sir."

"Then what justification have we in attempting to guarantee the superiority of one kind of pills?"

"But it is an advertisement, and all papers do the same."

"What all papers do is no guide to us. Let us make no statement that we are not perfectly sure of. Let this statement not appear again."

The ad did not appear again—nor, for that matter, did any ads appear very long in the paper. Conducted on so careful a basis, *l'Homme Libre* proved too bright and good for human nature's daily food.—*Press and Printer*.

THE MODEST MAN.

Publicity is the life-blood of prosperous trade. "Out of sight out of mind" is peculiarly true in mercantile affairs. With whatever retiring and delicate feeling a man may be endowed by nature, when he embarks in business he enters a field where silence and unobtrusiveness are the guide-posts to oblivion. Day after day the modest man is impressed with the conviction that he must obtrude himself upon the public eye and plough deep furrows in the public mind if he is to get to himself great gain. He must stop the public in its rush along the pavement by startling and seductive window shows; and he must assail the public in its home by the insidious newspaper advertisement. To the modest man and the truthful man this horn-blowing extraordinary may seem distasteful, but it need not be so. It can be so done as not to offend the most gentlemanly instincts, yet be highly effective. In truth, whatever is vulgar and braggart-like in advertising is to that extent weak. Stout assertion, up to the full level of the truth, is permissible, but exaggeration is, to say the least, risky.—*Outfitter (London)*.

THE SHOE DEALER'S VIEW.

The shoe manufacturer who is now advertising his special line of shoes to the consumer direct through magazines, is losing his best hold if he does not tell the retail shoe dealer all about the goods at the same time. In following this plan he will get his goods into the hands of some live, wide-awake retail shoe dealers who will do some energetic pushing on the goods themselves and give stability to the line. This is well worthy of thought by those manufacturers who appear to be carrying on a one-sided campaign for introduction of the goods to the wearer.—*Shoe Trade Journal*.

IT is often more difficult to make a small appropriation effective than a large one.—*The Advertising Man*.

THE

Atlanta Journal

Offers the best medium for reaching the best classes of people in Georgia and adjoining States.

The circulation of the DAILY JOURNAL averaged during 1898

30,056 Copies.

This proves that as a Newspaper it prints the news and meets the demands of the people.

No Daily published in the States of the South has ever attained its circulation or come within ten thousand of it.

It is the exponent of the best thought of the South, patriotic and conservative.

The average circulation of the Weekly is more than 21,000 and is constantly increasing.

THE JOURNAL, Atlanta, Ga.

HOKE SMITH, President.

H. H. CABANISS, Business Manager.

The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

TRIBUNE BUILDING,
NEW YORK.

THE ROOKERY,
CHICAGO.

PRINTERS' INK.

AMONG THE ADVERTISERS.

From the Country Editor, Columbia, Mo., May.

Decline proposition of T. C. Evans for coffee shares.

A. E. Sproul, Boston, contracts for the Peabody Medical Institute.

Chamberlain Medical Company, Des Moines, Ia., are renewing contracts.

Castor oil contracts are being renewed by the Centaur Company, New York City.

The W. C. Lewis Co., Boston, makes contracts for Stickney & Poor's spicery.

W. J. Tindall, Cohoes, N. Y., has begun the advertising of a cure of deafness.

C. H. Landes, Columbus, O., wants rates for advertising space by the inch as desired.

B. W. Arnold, M. D., Rockford, Ill., is placing advertising of patent medicine.

The Elliott Advertising Agency, New York, is placing the ads of Hire's Condensed Milk.

John Nabel & Son, Hill Hill, are advertising bee-keepers' supplies in agricultural mediums. Lewis & Conger, New York, are advertising "Anti-Rusting Tinware," guaranteed not to rust.

Charles A. Redfern & Co., 211 Fifth avenue, Chicago, are reported as new advertisers.

Stratton & Storm's "Capadura" cigars are being advertised by Albert Frank & Co., New York.

The American Biscuit Company will spend \$100,000 for advertising through N. W. Ayer & Son.

The W. C. Lewis Co., Boston, is making contracts for the advertising of Stickley & Poor's spicery.

The National Advertising Company, New York, are sending out additional Warner advertising.

The New England Advertising Agency, Boston, has changed its name to the Walter C. Lewis Company.

The Quaker Valley Manufacturing Company, Chicago, is sending out propositions for 3,000-line contracts.

The Proctor & Collier Agency, Cincinnati, is placing advertising for Vitos, the new breakfast food.

Dr. Pierce's medicines are being renewed by the World's Dispensary Medical Association, New York.

The advertising of the Aeolian Company, New York, is in the hands of J. P. Storm, advertising agent.

The J. Walter Thompson Agency, Chicago, is placing advertising for the Chicago Corset Company.

The White Sewing Machine Company sends out the old offer on bicycles and sewing machines. Don't.

The advertising of Hire's Condensed Milk is being placed by the Elliott Advertising Agency, New York.

The Nassau Advertising Agency, Temple Court, New York, is sending out the Dr. Coeder's Pill advertising.

Dr. J. F. True & Co., Auburn, Me., are sending out extra space orders advertising True's Pin Worm Elixir.

The Celery Compound advertising for Ohio is now placed by the Frank Stevens Agency, Boston, Mass.

The advertising of the Imperial Hair Regenerator Company is being placed by M. C. Weil, Times Building, New York.

The Triplex Manufacturing Company, New York, is advertising a patented skirt clasp in some of the monthly publications.

The Newcomb Loom Company, Davenport, Ia., has made arrangements for some advertising in general mediums.

The Enterprise Camera and Optical Com-

pany, Chicago, Ill., are asking rates for advertising space by the inch.

The Postum Company, Battle Creek, Mich., is advertising "Grape-Nuts" as a superior food for those who ride bicycles.

A. J. McCormick, with an office in the Royal Insurance Building, Chicago, has started out as a general advertising agent.

The Mahin Advertising Agency, Chicago, Ill., have placed the advertising of Gold Dust Washing Powder for this season.

J. B. Colt & Co., manufacturers of firearms, are placing advertising through the Manufacturers' Advertising Bureau, of New York City.

Sterling Remedy Company, Indiana Mineral Springs, Ind., are renewing contracts for the advertising of Cascareta and No-To-Bac.

James B. Ramsey, 160 State street, Boston, New England agent of Moore & Sinnott, is placing advertisements of Gibson's XXXX Whiskey.

Mrs. E. Strayer and Miss Lotta Jacquith, proprietors of the Peerless Remedy Company, South Bend, Ind., are in trouble for an improper use of the mails.

Frederick S. Dirion, Yonkers, N. Y., is under arrest, charged with advertising medicines illegally under the name of the English Medicine Company.

J. Walter Thompson, 445 Rookery, Chicago, Ill., is sending out the advertising of Cluett, Peabody & Co., space of two inches, e. o. d., one year.

M. McLaughlin, 702 Market street, San Francisco, is said to be asking for rates for a San Francisco advertiser. The business is understood to be electric belts.

The Anheuser Busch Brewing Association, of St. Louis, have renewed their arrangements with Lord & Thomas, Chicago, for placing all their advertising.

John Wanamaker's advertising bills for 1898 are said to have been \$625,000, of which \$235,000 was spent for his New York store and \$300,000 for the one in Philadelphia.

The Nassau Advertising Company, 705 Temple Court, New York, is still trying to get advertising space in dailies at less than half price, but their efforts have not been crowned with success thus far.

It is announced that the N. K. Fairbank Company, of Chicago, have now placed advertising contracts for 1899 to the amount of \$200,000. This, however, is only a small part of the advertising they intend doing this year, the contracts mentioned including chiefly country dailies through Indiana, Missouri, Illinois and a few other Western States.

Advices from New York say that Col. Charles H. Jones, the well-known editor, late of St. Louis, has purchased the Howard Lockwood publication of New York, which include the *Paper Trade Journal*, the *American Stationer*, and one or two other periodicals. Election Commissioner George W. Jones, his brother, will act as general manager.

YOU DO THE REST.

The newspaper advertisement has fulfilled its mission when it has brought the prospective or possible buyer into your store to inspect your goods. Whether he becomes a purchaser or not and whether you retain him as a customer must depend upon the treatment which he receives, the price and quality of your goods and the cleverness of your salesmen. Do not find fault therefore with the advertisement that has brought the buyer to your door. It has done its entire duty. For any failure to keep him blame the goods, your employees, your methods of business or the fickleness of your visitor. The ad finds the customer; you must do the rest.—*Sacramento (Cal.) Bee.*

The Evening Wisconsin.

DURING THE YEAR 1898

**Had Contracts for Advertising With the Following
National Advertisers:**

Ayer & Co.	Hunyadi Janos
Apollinaris Water	Ivory Soap
Anheuser-Busch Beer	Jenness Miller
Angostura Bitters	Kingsford's Starch
Baker's Cocoa	Ladies' Home Journal
Benson's Plasters	Lydia Pinkham Co.
Battle Ax Plug	Lehigh Valley R.R.
Borden's Condensed Milk	Lea & Perrin's Sauce
Berlitz Schools	Liebig Extract of Beef
Buffalo Lithia Water	McClure's Magazine
Booth's Hyomei	Munyon's Remedies
Brown's Troches	Mumm's Extra Dry
Bromo Quinine	National Biscuit Co.
Beecham's Pills	Old Crow Whisky
Columbia Bicycles	Pyle's Pearline
California Fig Syrup	Pyramid Drug Co.
Cuticura Remedies	Postum Cereal
Castoria	Paine's Celery Compound
Chamberlain Med. Co.	Parker's Hair Balsam
Carter's Pills	Peruna
Dr. Lyon's Tooth Powder	Piso Co.
Dr. R. V. Pierce	Pall Mall Electric Asso.
D. M. Ferry & Co.	Pond's Extract Co.
Duffy's Malt Whisky	Pink Pills
Dodd's Med. Co.	Price Baking Powder Co.
Dent's Toothache Gum	Ripans Tabules
Dr. Bull's Cough Syrup	Royal Baking Powder Co.
Ely's Cream Balm	Sapolio
Earl & Wilson	Scribner's Magazine
Erie Med. Co.	Scott's Emulsion
Frank Leslie Pub. House	Stuart's Tablets
Harper & Bros.	Sanden Electric Belt
Hood's Sarsaparilla	The Goodyear Co.
Humphrey Medicine Co.	Trix Co.
Hostetler & Co.	Thomson & Taylor Spice Co.
Holland Am. Line	Winslow's Soothing Syrup
Hamburg Am. Line	Warner's Safe Remedies
Herculean Oil Co.	W. L. Douglas
Horsford's Acid Phosphate	Woodbury's Derm. Inst.
Hire's Root Beer	Youth's Companion

HORACE M. FORD,
ROOMS 1206-7,
112 Dearborn Street,
Western Representative. **CHICAGO.**

CHAS. H. EDDY,
10 Spruce Street,
NEW YORK.
Eastern Representative.

A Few Statements

Which go to prove that
advertising in the

--*Brooklyn Daily*--

Eagle

Bring good results.

In the Summer Resort Number of June 18, the greatest edition of the kind ever published by any newspaper in the world, there were:

**203 solid columns of advertisements.
Of this there were 105½ columns of summer resort, travel and hotel advertising, or 1,310 individual advertisements of this kind.**

All these figures go to show that the people appreciate the EAGLE as an advertising medium and that results are sure.

Michigan our Field

Michigan is a Great and Prosperous State.

It has a population of two and a half millions.

It has marvelous mines of copper and iron.

It is noted for its great lumbering industries.

It is a great agricultural State.

It leads in many lines of manufactures.

It stands eminent in point of intelligence and wealth.

It is a great Republican State.

The Detroit Journal

Is the **only** Metropolitan Republican News-paper in this Great State.

The Detroit Journal (Semi-Weekly)

Reaches 25,000 rural homes twice a week.



Again we say, write us if you are in need of any lithographed or printed matter--for you surely must be anxious to get best work at right prices.

The Gibbs & Williams Co.,
68 New Chambers St., N.Y.



The circulation
of the Montreal
Daily

La Presse

is larger than
that of any
daily published
in Canada,
French or English,
without exception.

**Sworn circulation
over 65,000 a day,
one edition only.**

**Montreal
“La Presse.”**

The Co-Operative Magazine of the Retail Dry Goods Merchants of America.

MODES AND FABRICS

FOR JVLY.



Robert A. Graef

A SHORT STORY.

The manufacturers make goods. The advertising mediums tell the people about them. Then the merchants buy the wares to meet the demand created. And the consumers get what they want. To reach the greatest number of *buying people* through the most reliable sources is the most important matter for the manufacturer to decide.

WRITE FOR PARTICULARS ABOUT

The Co-Operative Magazine of the Retail Dry Goods Merchants of America.

Over 300,000 Copies Circulated Each Month among the Buying Homes of America.

ADVERTISING RATES, \$1.25 per Agate Line, net.

Address MODES AND FABRICS PUBLISHING CO.,
550 Pearl Street, New York. J. L. OBERLY, A. P. GARDINER,
Proprietors.

The information published in the

AMERICAN NEWSPAPER DIRECTORY

concerning every newspaper published in the United States and Canada is, of necessity, concise and deals only with the pertinent facts, viz.:

Name of paper, size, politics, editor's and publisher's name, when established and the circulation.

Papers which have a large circulation or a high class of readers; papers which represent special fields of commercial life or are representative journals of their class can supplement the information given in regular form of the Directory by a short story telling why they are of value to advertisers, which will be inserted immediately below the description of their paper.

Just write out that argument you present to prospective advertisers—then read the description of your paper by the American Newspaper Directory and your story.

Both together will make an effective advertisement. The service will be valuable to you because advertisers consult the American Newspaper Directory for information, and your story in conjunction with description tells all.

COUNTS FOR MORE.

Mr. Addison Archer, whose word is as good as his bond, reports that in a recent interview with Mr. Everett, who manages the advertising of C. I. Hood & Co., of Lowell, Mass., Mr. Everett admitted confidentially that the American Newspaper Directory was the only one that was of any use to them. This is the conversation as reported:

"What newspaper directory do you consult?"
"We use for reference Rowell's, Dauchy's and Lord & Thomas'. Rowell gives the most information of all of them and is referred to the most. The little story of the papers that follows the circulation ratings counts more than the circulation."—From *Printers' Ink*, May 3, 1899.

For \$10.00 Cash.

I can insert for you such a story in the American Newspaper Directory, space of five lines, immediately following the catalogue description of your paper, one year—four times in all—for \$10, cash with order.

If desired, I will prepare the advertisement from such printed matter or information you may furnish. Ten dollars pays for everything, including one copy of the book.

Address order and check to

PETER DOUGAN,
Manager Advertising Department,
10 Spruce St., New York.

SAMPLE ADS.

SUPPLY WORLD; monthly; confectionery and baking; sixty-four pages 10x14; subscription \$1; established 1888; J. M. Washburn, editor; Supply World Publishing Co., publishers. Office, 157 Franklin street.
Circulation: Accorded 2,500 in 1894 and 1895. Actual average during 1896, 2,666. In 1897, V. Actual average during 1898, 2,500.
Advertisement.—The SUPPLY WORLD is the recognized advocate of the confectioners and bakers of the United States. It enjoys the largest bona fide subscription list of any paper in the trade. Rates are low.



NEWS; every evening except Sunday, and **WEEKLY**, Thursdays; democratic; daily eight, weekly twelve pages 17x22; subscription—daily \$5, weekly \$1; established 1888; News Publishing Co., editors and publishers.

Circulation: Daily rating varied from G in 1891 to H in 1895. Weekly "JUL." In 1896, daily H. In 1897, daily H.Z. In 1899, January, publishers say that no issue of the daily during the past three years has been so small as 5,000.

Advertisement.—The EVENING NEWS has a daily circulation in excess of 10,000 copies. It guarantees to advertisers twice as many subscribers in Chattanooga and vicinity as any other newspaper.

MAIL ORDER METHODS.

In describing the characteristics of the Hub, the great dry goods store of Chicago, *Advertising Experience* thus speaks of the mail order department:

Mr. C. H. Catlin, in charge of the mail order department, has devoted some years to the study of the principles of mail order selling. The mailing list is the vital principle of such a business. To obtain a list of good purchasers is in itself half the battle—although it must be always borne in mind that it is but half.

Mr. Catlin has originated a number of means of obtaining mail order names. Some time ago he addressed a letter to fifteen thousand express agents in as many different towns. This letter made the proposition that if the express agent would send on the accompanying blank names of fifty persons whom he knew to be reliable, and who would be probable purchasers of clothing, he would receive a commission of five per cent on all orders sent in by the people whose names were on his list. Nearly fifty thousand names were obtained in this manner, and tabulated by the card system. The practical results obtained from this list, however, were not as satisfactory as those obtained by other methods. For example, at the trans-Mississippi Exposition at Omaha, a registration was made of married women, and Mr. Catlin secured twenty thousand names from this registration, which are especially valuable in sending out catalogues and samples of children's clothing. A successful scheme for obtaining practical mailing lists is exhibited in a three-page folder, "The Hub's Proposition." This folder sets forth the desire of the Hub to obtain names of parties who are likely to be interested in their catalogues, and invokes the aid of patrons by offering them a fair remuneration for the services rendered. The folder displays attractive cuts and samples of men's and boys' garments, and agrees to furnish them at about the cost of production provided the person addressed will fill out the accompanying blank and send in five names and addresses of prospective purchasers. The Hub then agrees to ship any of the garments advertised in the folder by express, C. O. D., without any deposit, and at a reduction of about twenty-five per cent from retail

prices. This method not only obtains valuable names, but serves to introduce the goods in many communities where they were formerly unknown.

Having by this and other plans obtained a practical mailing list, the next step is for the development and classification of the names, to produce business. Each name is tabulated upon a card, the color of the card designating the character of the list, or method by which the name was obtained. Prospective customers are classified from actual traders. Mr. Catlin issues a catalogue in which art and mechanism do their utmost to produce a modern and attractive book. Supplementary to the catalogue, a number of folders descriptive of the incoming styles, together with samples of material, are issued at intervals.

When an inquiry is received the letter is stamped to designate the proper mailing matter to be sent. This method economizes the time of the mail order manager, as he learns by a brief glance at the letter to instantly determine the character of appropriate advertising matter, and by having at hand a number of rubber stamps, he can designate instantly how the inquiry is to be handled. Thus a letter stamped "Send catalogue B and sample sheet C" is taken by the clerk, and before anything else is done an inquiry card is made out, showing the name and address of the prospective customer, and is placed in the card system, the arrangement being by States and towns alphabetically. The letter is then followed up at stated intervals by letters, catalogues and printed matter.

Upon receipt of a letter ordering goods, the items ordered are written upon a mail order form (color, white for cash with order, buff for C. O. D.), and this form is numbered, receiving the next consecutive number from the numeric register. If the account with this customer is new, a card is made out, stamped with the order number, and placed in the card system cabinet, alphabetically under State and town. But if the order is from a former customer, his card is at once referred to and stamped with the new order number. This original order blank does not leave the mail order department, but for the purpose of gathering the goods from the various departments, shipping requisitions are drafted from the original order and sent to the departments from whence they return

checked, showing delivery. The goods being collected and complete shipment made, a postal card is sent to the customer announcing shipment. Or, if part of the goods is held, Mr. Catlin's clerk writes his customer accordingly. These shipped orders are filed consecutively in numeric arrangement, and the original letters are filed.

When a C. O. D. shipment is made, duplicate bills are drafted by the use of a carbon sheet, the impression copy being retained for a voucher of the goods delivered, the original accompanying the shipment. When the remittance is received, the impression copy is at once referred to, and stamped "paid," which closes the transaction.

IN DUBUQUE.

A correspondent writes:

The accompanying illustration shows an example of advertising "hustle" on the part of a Dubuque, Ia., dry goods firm. The town clock was being repaired, and during the noon hour the Thompson Dry Goods Company succeeded in getting the canvas banners stretched



across the dials on the three street sides of the tower, where they remained during the afternoon, telling the many hundreds who sought to know the time of day where to secure the "best dry goods." The scheme was all the more effective from the fact that two rival dry goods firms are located just across the street from this tower.

THE CHIEF ELEMENT.

The chief element of business success is getting what the people want, and giving them the best and newest things along the lines of their real or fancied needs. My aim is to get the goods. The advertisement is merely to tell the people that I have them.—John Wanamaker.

GROCERS AND ADVERTISING.

Grocers have always known the advantages of extensive advertising, and were among the first to use the columns of the newspapers. In the *Mercure*, one of the first papers published in England, under date February, 1658, there appeared this advertisement:

"That excellent and by all physicians approved China Drink, called by the Chinese Tcha, by other nations Tay, alias Tee, is sold at the Head Cophree House in Sweeting's Rents, by the Royal Exchange, London."

Grocers combined the business of a coffee house with their regular trade and called attention to the superior "cophree" and "tee" which they sold over the counter as well as in the cups on the tables.

A London paper dated April 6, 1694, contained a want advertisement worded:

"A Grocer of Good Business desires an apprentice of good growth."

On Friday, September 20, 1695, we are told that:

"At Shipton's Coffee House, by the Ditch side, near Fleet Bridge, is to be sold good jelly-broth at one penny the dish beginning at four of the clock in the morning, and very fine tea at 5d the pound."

The Marine Coffee House learnedly announced that, "The new drink which the Portuguese call tcha, and Mr. Wickham chaw, but which we have brought over from China, will be sold to our friends, the wealthy merchants at ten shillings a gallon, or the leaves for £4. 10. 0. a pound. And every morning water gruel is sold from 6 to 11 of the clock. 'Tis not generally known; but there comes such company as drinks usually 4 or 5 gallons in the morning."

In 1710 a witty grocer of London occupied a large space in the morning paper with a poem setting forth the virtues of tea, as follows:

"A cup of good tea,
Is acknowledged to be
A famous restorer in sadness;
It quickens life's flame,
And enlivens the frame,
And diffuses a spirit of gladness.
When acquaintances meet
By way of a treat,
In fellowship social and hearty;
A cup of good tea
Increases the glee,
And greatly enlivens the party.
When the head is in pain,
And its tenant, the brain,
Seems weak in performing its function,
A cure you may make
If you speedily take
A cup of the Chinaman's unction.
A cup of good tea
When a lass is in doubt,
And would wish to find out
The real intent of her lover;
Why, a cup of good tea
As we oftentimes see
The secret at once will discover.
If perchance you would send,
To relation or friend,
A cleverly dictated letter,
You have only to try
What the cup will supply,
I assure you, you can not do better.
You may roam thro' each street,
But you never will meet
With teas of more exquisite flavor.
So give me a call,
And I'll welcome you all,
And return my best thanks for your favor."

The man who would thus call attention to his teas deserved to succeed, as doubtless he did.—*New England Grocer*.

• • NEWSPAPERS reach all classes from the wealthiest to the poorest.

PRINTERS' INK.

POSTERS IN PLASTER.

Students of the poster craze who have come to the conclusion that in-



MOVABLE FIGURE—THE WAITER.

ventive genius has reached its limit in these color phantasies will soon discover their mistake and prepare to add a novelty to their collections. This new creation is called the "relief poster," and is the invention of John McGreer, of Chicago, who began his career as a "novelty figure" sculptor by putting into clay the brownie figures of Palmer Cox. The tiny statuettes were fitted with adjustable arms and legs, and the show windows throughout the country were decked with this quaint pygmy race. That was about eight years ago, and the ingenuity and skill of the modeler have since been employed constantly in developing this branch of sculpture, through many stages, to its present expression in the odd poster bas-reliefs of the present hour. The effects produced by the commercial modeler must challenge admiration. It is wellnigh impossible to look on one of these quaint window

figures without recognizing in its drollery the same element that makes a successful cartoon or comic picture. This new-fashioned poster is yet in its infancy and has not progressed beyond the two-color process, save in the instance of the elaborate hand-made affairs in which the colors are laid on with a brush.

But the relief poster printed from wood blocks is of greater interest. The background is a large card of a rich and solid color, generally red, brown or green. On this, in another color, is printed the body of the figure, done in broad, bold outlines. All these impressions, as they come from the press, are headless and present a strikingly grotesque appearance. With the head begins and ends the sculpturesque part of the artist's work.

"Go to the oven," said the artist to a girl in a sculptor's house, "and bring an assortment of finished heads."

In a moment she returned with a tray loaded with a motley array of tiny heads done in bas-relief. From the flat back of each protruded the forks of a brass fastener similar to those used by stenographers in binding thick bundles of typewritten sheets. These prongs were thrust through the face of the card at the proper point, and bent back so as to hold the plaster-relief tightly against the card. Then the artist held up the finished poster for the inspection of his caller. The effect was striking.

"These heads," he continued, "are made of plaster of paris, the original being modeled in clay. From the



MEDALLION—OLD IVORY FINISH.

original molds are made, so that replicas may be produced in large quantities and with great rapidity. Then I

take one head and color it as a pattern, to be followed by the girls who are trained in that branch of work. Each girl has her specialty. One is apt in putting on the flesh tints, another excels in touching up the eyes, and so on. The reliefs are set up in rows on a long rack, and one after another these girls go down the row, each giving to the figure only those touches that belong to her special branch. There is no changing of brushes, for only one color is handled at a time by any of the painters. The design for the printed portion of the poster is laid out on a smooth pine block and engraved like any wood engraving.

"The making of these things is not the most pleasant work to one who has a respect for art, but there is a strong demand for it, and so it must be done. On the other hand, the number of advertisers who wish something really artistic is increasing. For these I model medallions and reliefs, into which I put the best art of which I am capable. Perhaps the most popular of these is a medallion bearing the heads of two hunting dogs. These are cast in plaster and stained into a close resemblance of old ivory. The great point is to get something novel and at the same time keep the cost down to the lowest possible figure.

"A mechanician is employed to run the clockwork for operating the automatons, or movable figures, which constitute an important part of the peculiar business. The machinery of these figures must be so simple that it can not be put out of order by careless handling. The clockwork is wound, the manikin rolls its eyes, nods, gesticulates and is ready to enter actively upon its career as a window attraction."—*Chicago (Ill.) Post.*

THE ONLY RELIGIOUS DAILY PAPER.

Canada lays claim to what is believed to be the only religious daily paper in the world. The Montreal *Daily Witness* has been in existence more than thirty years, and in its pages no advertisements have ever been inserted of theaters, public houses or tobacco manufacturers, nor is general printing accepted for these trades. No dramatic criticisms ever appear, racing results have no place, and prize fights never find mention in its pages. There is no Sunday edition. The price of the *Witness* is a half-penny, and it consists of twelve to fourteen pages, the Saturday issue having sometimes thirty-two pages.—*London (Eng.) Chronicle.*

TRUE.

The conditions of life are always changing, and ad methods should vary too. Most people appreciate variety if wisely offered.—*Fame.*

WHY NO SALE RESULTED.

A correspondent of *PRINTERS' INK* incloses the ad here reproduced and writes: "I think this is a good example of an excellent small ad. The headline attracted my attention immediately, and the subsequent statements

Why Use Cold Water

In your bath? THE BYRNE WATER HEATER, when submerged in your bath tub will heat the water while you are bathing. It saves fuel, removes the inconvenience of a fire in warm weather and keeps your house cool.

EW Send for illustrated booklet.
Stevenson & Co., Sole
228 N. Holliday St., Baltimore, Md.

made so excellent an impression on me that I sent for the booklet. When this arrived, however, it was so meager in details that I decided to let the whole matter drop. Don't you think that many advertisements fail of their purpose because of circumstances like this?"

LESSON OF THE MAIL ORDERS.

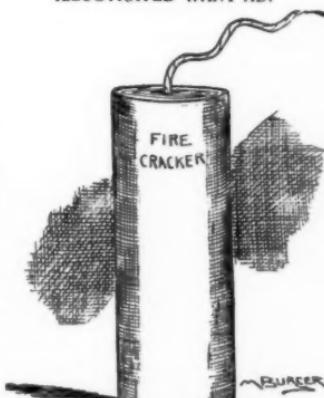
The large volume of trade conducted by what are known as catalogue houses is undeniable proof of the efficiency of continuous advertising and the distribution of printed matter. The catalogue houses conduct their business entirely through mail orders and they depend entirely upon the liberal use of printers' ink to secure these orders. This is the secret of their success. If the merchants who complain of the competition of these catalogue houses would wake up and utilize their methods they would have no cause to grumble because of dull business.—*Traffic.*

OBSCURE.

Patent Medicine Man—I don't know whether to publish this testimonial or not. His Partner—What is it? Patent Medicine Man (reads)—Your cough syrup has been used with wonderful success for my boy, aged 10. He confesses that he would rather go to school any time than to take your preparation.—*Puck.*

The first annual meeting of the National Association Managers of Newspaper Circulation was held in Chicago at the Auditorium Hotel Tuesday and Wednesday, June 13th and 14th.

ILLUSTRATED WANT AD.



BOY WANTED TO DO LIGHT WORK.

PRINTERS' INK.

RHEA'S ADVERTISING CAMPAIGN.
A correspondent of PRINTERS' INK sends the following interesting tale:

The recent death of Mlle. Rhea, in Southern France, brings to mind the original advertising campaign conducted by one of her managers, the deceased Arthur B. Chase, of Holyoke, Mass. Chase was a Holyoke druggist and manager of the opera house there. He had the friendship of many newspaper men and \$20,000 of Congressman Whiting's money. After a conference with Charles Prynne of the Springfield *Republican*, E. A. Newell of the *Union*, H. I. Merrill of the *Homestead* and the critic of the *Daily News*, Chase concluded to work the "society racket," and Rhea was launched upon a long and prosperous career. The newspaper men mentioned prepared the advance notices. The lady was advertised as a woman's woman. The purity of her life was dwelt upon. Well substantiated claims that Hortense Rhea was the original virtuous woman were made. The friendship of Congressman Whiting's family was valuable, as it secured the actress the entrance to the politest society. The gift photograph racket paid. Many an American family has enshrined "the only photo which Mlle. Rhea ever had taken." The actress' rooms were always bower of roses. In them she held high court with governors, militarymen and politicians as couriers, with their wives as high ladies in waiting. During a Washington engagement, President Arthur was enrolled among the lady's many advertising agents. Newspaper men were constantly in her train and right well did they do their duty. Rhea's "printing" was of the same immaculate character as her other advertising. Ivorytree three sheets were prominent in the window display. They cost ninety cents each and were so good that merchants who were usually averse to giving up some thirty-four square feet of plate glass to shows "fell over themselves to get a Rhea litho and seldom thought of demanding the usual 'comp.'" Nearly every prominent theater in the United States has one of these lithographs framed in gold as a permanent decoration of its lobby. They may also be found in many hotels and private business houses. Rhea received from her manager \$50 a week and 25 per cent of the net receipts. Under his methods she received \$90,000 for her services during the first season. She retired from his management at the end of five years with over \$300,000 to her credit. Rhea was not a great actress but she was a hard worker, conscientious and excellent material for an advertising agent to handle. Theatrical people will always have pleasant memories of the tact and taste with which her advertising campaign was conducted.

HE CUT THE GORDIAN KNOT.

Eight years ago a man started making a superior doughnut in San Francisco, which dealers did not care to handle on account of the price. Unless the dealers would buy, the manufacturer had no sale for his doughnuts. To make them buy he advertised to the consumer, so that the dealers were compelled to purchase to supply the demand.—*Sacramento (Cal.) Bee.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DWWRITER wants position with Eastern dept. store; good refs. "WRITER," Printers' Ink.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

SUBSCRIPTION premiums wanted for use by first-class monthly farm and stock paper. Address FARM AND TRADE, Nashville, Tenn.

WEB pressman wants position: first-class man; can do stereotyping. Satisfaction guaranteed. Address "N. Y." Printers' Ink.

NEWSPAPER wanted, whole or part interest, by two men able to take charge. Have \$1,200. W. O'BRIEN, 225 W. Main St., Jackson, Mich.

ADVERTISING Ideas Wanted. New suggestions on illustrating and writing advertisements for silverware. "MANAGER," Box 783, Meriden, Conn.

WANTED—Case of bad health that R-1-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

WANTED—Electrotype plates of stories, or from magazines. Must be about $\frac{3}{16}$ inch and cheap. Address L. ELKUS, 130 Boylston St., Boston, Mass.

HALF-TONES (quality guaranteed), one col. \$1; $\frac{1}{2}$ col. \$5. Two col. \$2; $\frac{1}{2}$ doz. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

GREAT BRITAIN—Manufacturers of adv.-newsclips are invited to send partic'rs and specimens to H. S. & Y. A. ARTHUR, 18 St. Ann St., Manchester, Eng., who will act as agents.

PARIS, 1900. French-American business hustler wants position with exhibitor. Fully qualified, best references. Fair salary expected. Address H. E. CONFLANS, Fort Scott, Kansas.

ORDERS for 5-line advertisements 4 weeks \$10. In the Wisconsin newspaper 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO-NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

A FIRST-CLASS newspaper man with from \$1,500 to \$3,000 can learn of a rare business chance in connection with an old-established daily in a prosperous and growing Eastern city. This is no fake, and unless you have the ability and money don't answer. Address "X. D.," care Printers' Ink.

E X P E R I E N C E D advertising man, at present in business under uncongenial conditions, desires position with house where a thorough knowledge of advertising values, ability to prepare resultful copy and originality can command good salary. Can refer to well-known advertisers of national and local reputation. Address "RESULTFUL," care Printers' Ink.

PRESS CLIPPING,

THE MANHATTAN PRESS CLIPPING BUREAU, 2 West 14th St., N. Y., has best facilities for supplying advertisers and trade journals.

SUPPLIES.

T HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., U.V'd, 13 Spruce St., New York. Special prices to cash buyers.

ADDRESSES AND ADDRESSING.

NEW and genuine names and post-office address of six thousand farmers in the State of Washington. Price \$2 per 1,000. Correspondence invited. W. L. BRYANT, 1996 East Denny Way, Seattle, Wash.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued June 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

ISENICK & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

DRAW DRAWings that DRAW business. 2c. stamp to BRADLEY, Mooney Bldg., Buffalo, New York.

PRINTERS' INK.

23

BILLPOSTING AND DISTRIBUTING.

SIGNS nailed up. Circulars, sample copies distributed over Brown and Clermont Counties, Ohio. \$2 per 1,000. Write first. A. W. SIMON, Ft. Isabel, Ohio.

MISCELLANEOUS.

WINE for gentlefolk. We have as good goods as your money can buy. The list is too long to publish, will send it for a postal. C. E. SWEZEY, with Brotherhood Wine Co., N.Y. City. SEND for sample of my new advertising folder. Good thing to inclose with your correspondence. Cheap and effective ad for any business; costs nothing to distribute. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

PRINTERS.

PRINTING and designing. Prices moderate. DE NOVO PRESS, 3 Chambers St., N. Y.

If you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

JUST to get acquainted, I will send you 500 note-heads and 500 envelopes handsomely printed on first-class stock for \$2. Money back if not satisfactory. E. DE PUY, Des Moines, Iowa.

FOR SALE.

FOR SALE—Ten R·I·P·A·N·S for 5 cents at drug-gists'. One gives relief.

GOOD weekly, steam plant. Price, \$1,000. G. V. K. FREY, York, Pa.

FOR SALE CHFAP—Thorne type-setting machine. BURT PRINTING CO., Columbus, O.

(ONE-HALF or all, to right man, of a \$3,000 printing and stationery business. Address GEO. H. COX, Owensboro, Ky.

NEWSPAPER BARGAINS.

\$20,000 BUYS a Republican daily doing a large business in a live New England city; large, exclusive territory; \$10,000 cash required. Knowing the situation is to buy it.

In 34 States—including New England, New Jersey, Pennsylvania, New York, Iowa, Oregon, Washington, California, and immediate States. Price from \$10,000 to \$25,000. Weeklies for \$2,000 to \$10,000.

For sale on reasonable terms.

Write for my special list, give ideas as to what you want, about how much cash you have to pay down.

C. F. DAVID, confidential broker in newspapers, Abington, Mass. 26 years' experience.

ADVERTISING NOVELTIES.

A NOVELTIES made by CHICAGO ENVELOPE CLAS Co., Buchanan, Mich.

NEW and original designs in leather novelties. Memorandum books, card cases, etc. Manufacture books of special forms. WM. BRITSCH & CO., 14 S. 5th St., Philadelphia.

ADVERTISING novelties that are novelties. No trash. High-grade goods at low prices. Write for samples and catalogue. THE WHITE-HEAD & HOAG CO., Newark, N. J.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SEND for sample of my new advertising folder. Good thing to inclose with your correspondence. Cheap and effective ad for any business; costs nothing to distribute. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

10 CENTS buys ten glasses of the most beneficial mineral water on earth. Same result as if drunk from the world-famous flowing magnetic spring. Effects are immediate and surprisingly helpful. One tablet of crystals makes a glass sparkling water. One tablet and full history of spring, 10 cents. Use them; if not equal to any other mineral water as an alterative and tonic, please let us know so we can return your dime. Every man will carry them as regularly as his watch or pencil as soon as their virtue is known. Help us tell them. Box 674, Pueblo, Colo.

BUSINESS CHANCES.

E. P. HARRIS, 150 Nassau St., N. Y., sells publishing businesses only. Want to sell? Or buy?

ADVERTISING MEDIA.

SHOE TRADE JOURNAL, Chicago, goes everywhere. Weekly. 10c. a line, cash.

AMERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J. 8c. a line. Circ'n 4,000. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE ALKAHEST, Atlanta, Ga. The only high-class Southern magazine. Circulation: '96, 2,100; '97, 4,164; '98, 7,890; '99, 25,860. Rates, \$3 an inch; \$20 a page.

THE TROY RECORD, size of field considered, prints more local news than any other daily in Western Ohio, and more than twice as much as most of them.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

FARM AND TRADE guarantees over 10,000 circulation for its July issue. Ads must reach office by July 10th to insure insertion. Rate \$1 per inch for one inch or a hundred inches. Best class of readers on earth for advertisers. FARM AND TRADE, Nashville, Tenn.

A BOUT seven-eighths of the advertising done in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address: THE GEO. F. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

JONES.

JONES, 42 World Bldg., N. Y.

MOSES & HELM, 111 Nassau St., N. Y.

WHITE, C. V. WHITE, Burke Bldg., Seattle, Wash.

PATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

ADER'S Primer, 5c. Box 391, Des Moines.

ADER'S Primer, 5c. Box 391, Des Moines.

JUNE BARGAIN. 8-page booklet, \$5. 4-page folder, \$2. C. A. WOOLFOLK, Louisville, Ky.

"OLD stock exterminators." Sample ad, \$1, to be used once. CABELL TRUEMAN, Phila.

WRITE to CHARLES F. JONES, 42 World Bldg., N. Y., for free booklet explaining his work.

ALBERT H. SNYDER, CARL P. JOHNSON, advertisers, Suite 1319, Chamber of Commerce, Chicago. Long Distance Phone, Main 67.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

TOO busy to write your own ads? May I assist you! "Honest, helpful work is my aim." Free trial trip if you wish. WELDON, Adwriter Sidney, Ia.

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager of Printers' Ink Press, 10 Spruce St., N. Y. City.



Louisville is the best situated and immediate
It is nearby three large commercial cities
and the influences of trade which come to Louisville
have made Louisville a most important town.

If it is because of this fact that the advertising
and most effectually will place Louisville on
The papers which will give best service.

LOUISVILLE COURIER-JOURNAL

LOUISVILLE COURIER-JOURNAL

LOUISVILLE COURIER-JOURNAL

These three editions have the largest circulation
of all other papers published in their section, the
The boundaries of the South have not limited
Courier-Journal has achieved a national reputation.

THE LOUISVILLE TIMES

THE S. C. BECKWITH CO.

SOLE AGENTS FOR THE

Tribune Building, NEW YORK.

The F

THE LARGEST CIRCULATION
IN THE SOUTH
VOLUME 30, NO. 1

Three Sections—24 Pages
SECTION AND PAGES
VOLUME 30, NO. 1

Subscription \$1 per year
50c a copy
One in the South
PUBLISHED DAILY

VOLUME 30, NO. 1

LAST EDITION
SPORTS SECTION
VOLUME 30, NO. 1

The Famous Papers of a Famous Country.

The Courier-Journal.

THE LARGEST CIRCULATION
IN THE SOUTH.

VOLUME 24 NEW SERIES—NO. 1045 LOUISVILLE, SATURDAY MORNING, AUGUST 26, 1898—TWELVE PAGES
Three Sections—24 Pages
SECTION ONE PAGE.

VOLUME 24 NEW SERIES—NO. 1045 LOUISVILLE, SUNDAY MORNING, AUGUST 26, 1898
Three Sections—24 Pages
SECTION ONE PAGE.

VOLUME 24 NEW SERIES—NO. 1045 LOUISVILLE, SATURDAY MORNING, AUGUST 26, 1898
Three Sections—24 Pages
SECTION ONE PAGE.

THE TWICE-A-WEEK
COURIER-JOURNAL.

ONE DOLLAR A YEAR.

VOLUME 24 NO. 1045.

LOUISVILLE, SATURDAY MORNING, AUGUST 26, 1898.

NEW SERIES—NO. 97.

THE LOUISVILLE TIMES.

LAST EDITION.

SPORTING SPECIAL.

VOLUME 24 NO. 94.

LOUISVILLE, FRIDAY EVENING, AUGUST 26, 1898.

NEW SERIES—NO. 97.

LAST EDITION.

SPORTING SPECIAL.

PRICE TWO CENTS.

and commercial center to the Middle South.
cial cities of the United States—Chicago, St. Louis and Cincinnati,
ome to Louisville before distribution to the other cities of the South
rtant commercial center.

an advertiser who wishes to cultivate the Southern market quickest
isvison on his list—FIRST.

est service for the money expended are the

COURIER, Daily, - - - - 25,000

COURIER, Sunday, - - - 32,000

COURIER, Twice a week, 75,000
EACH PART.

circulations, and their influence is far in advance
of the country.

not wedged in their influence or standing, for the
reputation.

**TIES, DAILY AVERAGE,
COVERING 1898, 33,405**

WITH SPECIAL AGENCY,

FOR FOREIGN ADVERTISING,

The Rookery, CHICAGO.

"Twas in the Newspaper and
all the world now knows it."

"I awoke one morning and
found myself famous."



W. N. HALDEMAN, President.
HENRY WATTERSON, Editor.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

It is being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advt. patrons may, on application, obtain special confidential terms.

If any person receives this paper for it is receiving PRINTERS' INK, it is safe to assume some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure : display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted ; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subcription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT: F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JUNE 28, 1899.

A GOOD catchline is often half the battle.

NO ADVERTISING surpasses the pleased patron.

IT is always possible to learn something from watching the advertising of others.

THERE isn't a good advertising rule that is not a bad advertising rule occasionally.

IS OUR American landscape eventually to become merely an advertising appliance?

ALL other things being equal, the catchline that is descriptive is apt to be the best.

THE best thing in an advertisement is specific information about the article advertised.

THE bane of most business announcements is a superfluity of adjectives and adverbs.

THE newspaper is likely to become constantly a better medium, for every year the number of readers of it increases.

THE advertiser who has learned to prune down his own advertisements has started on the road to intelligent adwriting.

THE picture ought to suggest the subject of the advertisement, and the advertisement ought to appear to have suggested the picture.

NORFOLK AS A FIELD.

Office of "THE VIRGINIAN-PILOT."
NORFOLK, Va., June 15, 1899.

Editor of PRINTERS' INK:

In your issue of June 14th, after stating that the rates of the *Virginian-Pilot* entitled it to rank as one of the two papers giving the lowest rate per 1,000 circulation, you conclude your comments as follows: "The field of *Virginian-Pilot* is, however, far from being so good as those of some of the papers with which it invites competition, a fact that probably overshadows the advantages in rate which it is able to show."

We note that you do not state this as a surmise, or as an opinion, but as an absolute fact; and for this reason we can not, in justice to the *Virginian-Pilot*, and to the section it represents, refrain from calling your attention to a few facts in the case that are beyond question. Just how you arrive at the conclusion that 1,000 subscribers in our field (Eastern Virginia and North Carolina) are not worth as much to an advertiser as 1,000 subscribers in any other field; or, to be more explicit, that the 8,600 subscribers of the *Virginian-Pilot* are not worth as much as the same number of subscribers to any other paper, we are at a loss to understand.

It is a well-known fact that this is a progressive and rapidly developing section. Money is plentiful, labor commands good wages and there is comparatively less idleness than in any other section we know of. Norfolk and this section is attracting attention throughout the country because of its natural advantages; and millions of dollars of foreign capital have been invested here during the past five years.

The last issue of the *American Land and Title Register*, published at Detroit, Mich., contains the following: "The realty business of the city (of Norfolk) and suburbs foots up nearly three-quarters of a million since the beginning of the year. Many new companies are organizing, some with heavy capital, engaging in industrial enterprises and entering upon extensive land and development projects. The Navy Yard employs upwards of 3,200 people, the payroll being about \$125,000 monthly. The unprecedented activity in all industrial lines, the busy hum and whirl of wheels and factories in and about Norfolk furnish a conclusive argument that 'the dreamy South' is of past history; that in its place has come a new and bustling race of commercial people as keen and aggressive as any in the world. Never before has there been so thorough an appreciation of the city's advantages and possibilities; never has the steady march to great ends been so vigorous. The long and costly extensions of the traction lines, the great activity in building and other public works furnish an abundance of work and circulate generous sums of money."

Every word of the above is true, and much more could be said if space permitted.

It is true that Norfolk is located in the southeast corner of Virginia, and from a glance at the map its contributing territory, judged by geographical lines, appears circumscribed, but a closer study will reveal the fact that Norfolk is the natural outlet for the vast products of a large part of North Carolina, embracing an immense business in lumber, fish, grain, cotton and many millions of dollars in fruit and vegetables. North Carolina pine lumber and salted herrings, packed in barrels and shipped in cargo lots, have a prominent place in the world of trade. Norfolk is also the leading peanut market in the world, and it stands very high as a truck market. It is the fourth cotton market in the United States; it has five large cotton mills and one silk factory, several flour

mills and many plants for the manufacture of wooden ware, including a large number of large mills employing thousands; it has several marine railways and shipbuilding plants and numerous other important industries. In fact, Norfolk is both a commercial and manufacturing city.

The transportation facilities are unsurpassed. The nine large railroad systems terminating here (with a mileage of 20,000 miles) and many steamboat and steamer companies (about 40) which connect this port with all important ports of Europe as well as this country, not only guarantee a perfect system of transportation, but they furnish employment for many thousands at good wages.

The population of Norfolk is now 75,000, and including Portsmouth, Berkley and suburbs, one community closely connected by ferries and electric street cars, 125,000. This is more than double what it was in 1890. The contributing territory embraces many enterprising and progressive towns and villages and a population of over 1,000,000. To all intents and purposes Norfolk is the metropolis of this section, and the *Virginian-Pilot* is its leading journal, having double the circulation of any other.

The *Virginian-Pilot* carries a large line of business from local advertisers; these advertisers continue from year to year, annually increasing their appropriations, and are perfectly satisfied with results.

Then why is our field not as good as others, we would respectfully ask PRINTERS' INK? If the above does not convince the editor of PRINTERS' INK the *Virginian-Pilot* would be glad to have him take a vacation and come to Norfolk as its guest, when we will proceed to show him, by a view of the field physically, what we can not picture in words. Very respectfully,

ADVERTISING MANAGER,
Virginian-Pilot,
Norfolk, Va.

The advertising manager of the *Virginian-Pilot* writes an interesting letter, but even he will be constrained to

acknowledge that the people who work in mills and factories in Norfolk have not as many wants nor as much money to satisfy them as the people who live in Washington, for instance, and who are in receipt of excellent salaries and permanent positions in the governmental service. So far as it has been possible to ascertain, it appears at present that no newspaper published south of a line drawn across the continent through the cities of San Francisco, St. Louis, Cincinnati, Philadelphia and eastward to the Atlantic, is able to prove that it is as good a medium for an advertiser to use as the *Washington Star*, in proportion to the price demanded.

MERELY attracting the eye is not all an advertisement should do.

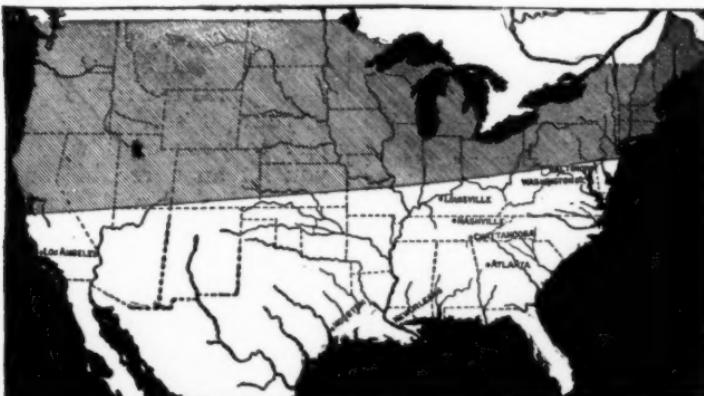
THE good advertisement should be followed by a better one, if possible.

IN proportion to returns, circulars are probably the most expensive style of advertising extant.

THE Brooklyn *Eagle* carries more "resort" advertising than any newspaper in the United States.

THE middle classes—the plain, ordinary people, who spend most of the money that they earn—are the best advertising material.

THE SOUTHERN SUGAR BOWL.



"PRINTERS' INK" OFFERS A STERLING SILVER SUGAR BOWL TO THE NEWSPAPER PUBLISHED SOUTH OF A LINE DRAWN THROUGH SAN FRANCISCO, ST. LOUIS, CINCINNATI AND PHILADELPHIA THAT GIVES AN ADVERTISER BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. THE REGION IN QUESTION IS SHOWN IN WHITE ON THE MAP ABOVE, ON WHICH ARE ALSO INDICATED THE CITIES FROM WHICH IT IS PRESUMED THE WINNER MUST COME.

ADVERTISING A "DISPENSING" OPTICAL BUSINESS.

By W. S. Hamburger.

It may be said that there is no business that presents so difficult a problem to the advertising man as that of the dispensing optician. And probably

Do your glasses make your nose sore? If they do, they're not adjusted properly—possibly not made properly. We make glasses that fit the nose as well as the eyes.

FERGUSON & WESTON,
Chestnut and Fifteenth.

here is the best place to explain what a dispensing optician is.

The dispensing optician occupies the same position with regard to the oculist as the prescription druggist does with regard to the physician. He fills prescriptions, but does not prescribe, in contrast to the refracting optician, who both prescribes glasses and makes them.

As a result of this, the dispensing optician has only one source from which to draw his clientele—the oculists' patients. Of course there is much that can be done personally among the oculists to induce them to recommend some particular dispensing optician, if asked by the patient, but in many cases it is impossible to do even this. It is to those patients who leave the oculist's office without knowing exactly where to have their prescription filled that the dispensing optician must appeal.

The advertising of the dispensing optician must be continuous. It must be dignified. It must have the ring of sincerity. Its aim must be to impress its readers with the delicacy of the eye, the necessity for consulting an oculist at the first sign of failing sight, and the equally great necessity of placing the prescription in the hands of a competent optician. It must preach quality regardless of price all the time, and explain why low-priced glasses are dangerous experiments. It must explain the risk of buying glasses "over the counter." In short, it must be a campaign of education, with the view of showing the public the necessity for

proper eye-treatment, and of associating the name of the optician with the care, skill and thoroughness that are necessary to the making of spectacles and eyeglasses.

One of the unfortunate points about this business is that it is impossible to advertise prices. The price of lenses varies according to the curve or curves that are ground on them, and the subject is too technical to explain in detail to the average layman, while to advertise "Fourteen-Karat Frameless Riding-Bow Spectacles, with spherocylindrical lenses," would be a waste of gunpowder.

Continuous advertising is the only form of advertising that can bring satisfactory results to the dispensing optician. He must advertise every day in the week and every week in the year. He must cause the people to associate his name with good glasses so firmly that when glasses are needed his name comes to their minds at once. It is not necessary for him to use large space—from one to three inches, single column, will be ample—but his matter must be carefully prepared and set in good, clear type. Some of the best optical advertising has been made worthless by being set in type that would be trying even upon normal eyes, and that was consequently passed over by persons with defective sight—the very persons to whom addressed.

As an adjunct to the newspaper advertising, a neat, plainly-printed booklet, touching upon the points previously mentioned, but going more into

After the oculist, the optician—and on the latter depends the rightness of your glasses. Are you just to your eyes when you let an unreliable or inexperienced optician make your glasses?

FERGUSON & WESTON,
Chestnut and Fifteenth.

details, should be sent to a selected list several times a year. A folder sent to customers, telling of the advantages of an extra pair of glasses in case of accident, will produce good returns. At the "going-away" season, this folder, in connection with a wooden mailing-box, with the firm name printed

on the reverse side of the lid, will bring in lots of mail order repairing that might otherwise be lost. It is well for the dispensing optician to take the best care of his present customers, for their repairs and renewals form a considerable source of income,

Good Eye Glasses Moderate Prices

Any glasses they can see through seem good enough for some people, but lenses that are not properly ground and centred DO strain the eyes, and it is worth while to buy of a reliable optician with years of experience in making correctly fitting glasses. Oculists' Prescriptions a Specialty.

Paul A. Meyrowitz

THE FIFTH AVENUE OPTICIAN,
287 Fifth Avenue. One does
not go there.

and they have it in their power to bring in a great deal of business through their recommendations.

Street car cards, in the same style as the newspaper advertising, and enlivened by attractive and appropriate cuts, will be found an effective form of supplementary advertising.

While it is impossible, from the very nature of the advertising, to trace direct returns from it, I can safely say, after an experience covering several years in this line of work, that the advertising conducted along the lines suggested will prove a profitable investment. The subject has not been given the attention it deserves, either by the opticians or by advertisement writers, and there is a rich harvest awaiting the man who will till the field thoroughly and intelligently.

THE PRINCIPAL AIM.

Do not get the idea that the principal aim in general advertising should be to get orders by mail. The largest portion of the general advertising done has for its principal purpose the education of the public, the paving of the way for catalogues, booklets, circulars, salesmen, etc. If ten per cent of a salesman's efforts bear fruit without advertising, from fifty to one hundred per cent of his efforts may bear fruit if general advertising is used as his advance agmt.—*Advertising Experience.*

THE DESECRATION OF NATURE.

The idea of besmearing fences, rocks, trees, landscapes, and even the most beautiful spots of nature with paint of all colors and forms of hideousness is repugnant to true Americanism. We love our rocks and rills as nature gave them to us and we do not thank any one to mar their beauty for advertising purposes. There are, of course, exceptions to the general rule, and if we must have it, let them give it to us in homeopathic doses.—*Agricultural Advertising.*

WHERE THE TROUBLE LIES.

A great deal of money has been wasted, and is still being wasted, in the use of space in daily newspapers—and reference is now had to good, established mediums. The fault is not that of the newspaper itself where it furnishes a good quality and a fair quantity of circulation. The trouble usually lies with the advertiser himself, who, through ignorance of the recognized principles of advertising, fails to attractively fill his space, or who, because of poor stock and business methods, fails to hold the customer that has been attracted to the store.—*Sacramento (Cal.) Bee.*

CORRECT.

Every shrewd advertiser will carefully watch his mail. By this, I mean, it matters not how large a mail he is receiving, he should occasionally open an entire day's mail himself and carefully note its contents, so as to keep in touch with the business. In this way he can ascertain which goods are selling and which not, and notice if customers are pleased with goods, and many other details he would never know if he depended wholly on his help to open the mail.—*Mail-Orders.*

SEEING THE ARTICLE.

The nearer you can come to making people see the goods you are talking about, the better advertising you are doing. It is a good deal better to offer something special—even though it isn't fully described—than to advertise in a general way. But it is much better still to make an ad perfectly plain and distinct so that everybody may know exactly what you are talking about—and in their mind's eye almost see the article.—*Chicago Apparel Gazette.*

PARADES AND ADVERTISING.

A correspondent of the Buffalo (N. Y.) *Express* makes the following suggestion to that newspaper: Would it not be practicable and desirable to have advertising wagons and advertising features debarred from following civic or other processions, unless at a distance of four to six blocks or an interval of ten to fifteen minutes? They detract seriously from the dignity of occasions, leave an unpleasant final impression and are an offense.

QUARTO.

Quarto.—A book or pamphlet whose pages are of the size of the fourth of a sheet; a size made by twice folding a sheet, which then makes four leaves. According to present usage the page of a quarto is from $7 \times 8\frac{1}{2}$ to 10×13 inches, the name being understood to denote a shape broad in proportion to its length and approaching the square, rather than an exact size. 2. An eight-page newspaper of any size.—*Standard Dictionary.*

THE firms that in a few years have risen from small beginnings to affluence have generally done so by the aid of judicious advertising from the very commencement of their enterprise.—*Clothiers' and Haberdashers' Weekly.*

GEORGIA.

SOUTHERN FARMER. Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 25,000 monthly. Covers South and Southwest. Advertising rates very low.

TENNESSEE.

ADVERTISING at five-sevenths of a cent a line per thousand circulation in leading agricultural paper of the South. **FARM AND TRADE**, Nashville, Tenn.

VIRGINIA.

YOU can not reach the families of Eastern Virginia and Eastern North Carolina without using the VIRGINIAN-PILOT, of Norfolk, Va. It pays 70 per cent of the second-class postage paid at Norfolk, Va. RALPH MCKEE, New York Representative, Times Building.

CANADA.

CANADIAN ADVERTISING is best done by THE C. E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED...—Case of bad health that R.I.P.A.'S will not benefit. Send 5 cents to Ripana Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfect pressroom and of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or H. D. LaCoste, 38 Park Row, New York.

COUPONS GRATIS

In connection with every advertising contract placed with PRINTERS' INK or the American Newspaper Directory before July 4, 1899, subscription coupons will be issued to the full amount of the contract, the coupons being redeemable on presentation at any time during the present century, each coupon, when indorsed by the name of the subscriber, being

Good For

One Year's Subscription for PRINTERS' INK, Price, Five Dollars,

or

One Copy of American Newspaper Directory, Price, Five Dollars.

At the Option of the Subscriber.

For further information address,

PETER DOUGAN,

Advertising Manager of PRINTERS' INK and The American Newspaper Directory, No. 10 SPRUCE ST., NEW YORK CITY.

If you can only advertise in a SMALL way, pick out the BEST MAGAZINE in the territory you want to cover and spend all your money in that; YOUR CHOICE for St. Louis, the South and Southwest will be the

CHAPERONE MAGAZINE

Chaperone Building,

ST. LOUIS, MO.

THE EVENING Journal

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 . . . **14,890**

CHARITIES

**Published weekly, is the organ of
the Charity Organization Society
of the City of New York.**

It is the mouthpiece and authoritative exponent of New York charity. It is read by all interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its contributors and readers are men and women of intelligence, education, wealth and position.

If you wish to sell the Charitable Institutions, Homes, Hospitals Infirmarys, Insane Asylums, the Clergy, Churches, Religious or Charitably inclined citizens of the city of New York you can do so by an announcement in CHARITIES.

If you have goods of established reputation which sell to the rich you can secure no better medium than CHARITIES.

Classified advertising, 5c per line.

Display advertising 2½c. per line, 14 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted. Address,

WILLIAM C. STUART, Publisher, 105 EAST 22d STREET, NEW YORK CITY.

Business Chance

A well-known literary monthly journal of Chicago (established four years, 100,000 subscribers, large patronage of mail-order advertising for ladies), wishes to expand and improve its literary character, and although not for sale as a whole under any circumstances, would like to sell a part interest to a capable editor or manager, because the growing business has become too much for the owner to handle alone. Address,

**WRITER'S BUREAU,
3936 West 82d Street, Chicago, Ill.**

Also a splendid newspaper plant for \$6,000, for sale on easy terms.

Booklets Advertisements Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.**

Don't Discard the Musician

He eats, drinks, sleeps, washes, drives, walks. He reads, writes, wears good clothes and uses the bike. He keeps house, he travels, he has sport.

NOW THEN!

He particularly reads every week

THE MUSICAL COURIER 20th Year.

If you have anything to sell and you want to reach the 250,000 musical people of America, advertise in THE MUSICAL COURIER.

Every Wednesday, \$5.00 a Year.

10 cents, all news-stands.

19 Union Square.

— RATES HIGH —

The Boston Traveler



Leads

All the
Evening
papers
in New
England in
amount of
Advertis-
ing and
Circulation

Average 1898:

76,868

The S. C. Beckwith Special Agency.

New York and Chicago.

A CRUEL JOKE

My competitors feel so jealous of my success in the ink business that they are continually trying to annoy me, and their latest attempt was to insert the following advertisement in the New York *World* of June 8th.

BOYS WANTED. Jonson, the Cheap Ink Man, 13 Spruce St.

When I reached my store that morning, I found fifty or sixty boys waiting in a line, and a policeman keeping guard over them. As I was not in need of any help at the time, I reluctantly turned them away. The weather was very warm, and some of them looked as if they had walked a long distance. Others were clamoring for the car fare they wasted, and expressed their opinions very freely. They all deserved sympathy, and the *cur* that played the joke should be more thoughtful in future, and use his endeavors to help the working man or boy, instead of making a fool of them. I can stand all the fun they wish to poke at me, as I hold trump cards and can laugh at them.

Five years ago I was an unknown quantity, but to-day I am a very important factor—so important that the old line ink houses have formed an ink trust to save themselves from ruination. Now is your chance to prove whether you will uphold me or pay enormous prices for your inks when I am out of existence. Send for my price list.

PRINTERS' INK JONSON,
13 SPRUCE ST., NEW YORK.



Real Elevated Railroad Advertising

Is exemplified in
the CARS of the

Brooklyn "L"

Because we give a card (16x24) which
the length of the cars requires in order
to get appropriate display. We are the
Pioneers in real "L" advertising and
our cars are not only the best in appear-
ance and display that bring results, but
we propose *they always shall be!*

GEORGE KISSAM & CO.,
253 BROADWAY, N. Y.



STAYING QUALITIES.

A horse which is successful as a racer usually possesses good "staying qualities," that is, the ability to stick it out till the end, no matter how long that may be. This quality is what counts in a merchant; he must have the faculty of staying with a good thing till he makes other people see and realize that it is good. To advertise intermittently is as unsatisfactory for the merchant as it would be for the race horse to "break" occasionally on the course.—*Stoves and Hardware Reporter*.

THE CONTROLLING AGENCY.

The merchant who knows how to cultivate a market has before him a direct road to success. His own personality and his standing in the community are, of course, factors in the building up of trade; but the controlling agency by which he may secure a ready and paying market for his goods is advertising.—*Philadelphia (Pa.) Record*.

THE HIGHEST FORM.

The highest form of advertising consists in teaching the public the varied uses of the article advertised, making it clear how completely it fits into the social economy of the public, and proving that the person addressed must buy the article in order to live according to the highest ideals.—*Advertising Experience*.

LAMPS IN FARM PAPERS.

Why should not the manufacturer of lamps and lamp chimneys advertise in farm papers? The city people and the residents in towns use these things from choice when they use them at all. The country people, the readers of farm papers, are, however, obliged to use them from necessity.—*Agricultural Advertising*.

IT SEEMS ALMOST TRUE.

It has been thoroughly demonstrated that the readers of mail-order papers will buy most any article advertised.—*Boyce's Hustler*.

IN GREAT BRITAIN.

In Great Britain there is no such thing as second-class matter. Papers are sold by newsstands. As the law requires a half-penny, or one cent of our money, on every paper, this kills subscriptions and sample copies, and is one of the reasons that there is practically no mail-order business there.—*Boyce's Hustler*.

WHERE HIS ORDERS GO.

The shrewd advertiser aims to get results. He may occasionally give a man a half a column because he is his brother-in-law or a good fellow, but his steady regular orders are given where there is circulation which will produce customers and profits.—*C. H. Taylor*.

DON'T BE DISCOURAGED.

Don't be discouraged if you don't succeed in writing advertisements that suit you the first six months; keep trying and reading the good work of others, and before you realize it you'll find actual pleasure in writing your advertisements.—*Furniture Worker*.

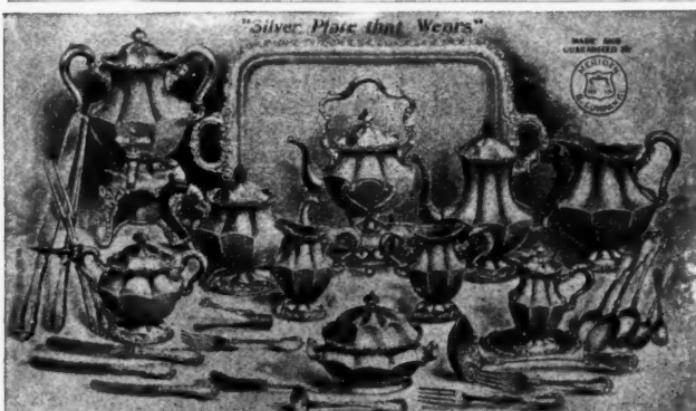
THE TRUNK OF THE TREE.

The daily newspaper is the trunk of the advertising tree. All other advertising is simply the arms, limbs and branches. The closer a man sticks to the daily newspaper the fewer mistakes he will make with the money he spends.—*J. C. Newitt*.

THE HEALTH FOOD DEMAND.

There is a growing demand for health foods, and the bakery that makes a specialty of whole wheat bread, graham and corn bread will find already trade that is distinct from the trade for regular fine flour bread.—*Sacramento (Cal.) Bee*.

THERE is no business that can not be benefited by judicious advertising, and there is none that may not waste money by poor use of space.—*Sacramento (Cal.) Bee*.



Trade Mark
on
Tea Sets, etc.
MADE AND
GUARANTEED BY



Colonial Silverware

Graceful in shape, fruted and bright burnished but relieved from severe plainness by the addition of a reccoco border. It is indeed beautiful to look upon. If it bears our trade-mark it is just as good in quality as it is pleasing to the eye. Our wares are sold by leading dealers. Look for our trade-marks—accept no substitute.

Send for new illustrated catalogue, No. 53 R

MERIDEN BRITANNIA COMPANY, MERIDEN, CONN.

Trade-Mark
on

Spoons, etc.

"1847
Rogers
BROS."

AN ATTRACTIVE DISPLAY,

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

From the *Saturday Evening Post*, of Philadelphia, I clip the following paragraphs, which I recommend for the consideration of the young men who wish to become advertisement writers.

It is a common mistake to suppose that intellectual cleverness or mental power is the main qualification for success in any career. Far more important than brilliant abilities is a talent for work—for hard, persistent, unremitting toil. Mental cleverness is the edge of the knife which makes it penetrate; but whether it penetrates deeply or not depends more on the force applied to it and the persistence with which it is applied than upon the sharpness of the blade.

The will is the driving-wheel which sets all the mental machinery in motion. It is the man who not only resolves to succeed, but who begins and re-begins resolutely again and again after every rebuff, that reaches the goal. Take any calling or sphere of achievement—as literature, for example, a calling in which success would seem to depend chiefly upon intuition or inspiration—what men call “genius”—and what an amount of toil, of hard, unremitting, exhausting work, nay, even of drudgery, success in it exacts!

It is true that men have different degrees of aptitude for a particular pursuit, but it is equally true that all truly great men have become such by intense and persistent toil. Their superiority is not so much a superiority of natural endowment as a force of will and a faculty of toil which urge all their natural endowments into the very highest and most efficient activity. Slowly and painfully did Milton elaborate verse after verse of his sublime epic; and Newton left on record the assurance that he did not discover the law of gravitation by the aid of heaven-born inspiration, but by dint of a homely virtue within the reach of all men—the habit of patient thought.

Nine-tenths of the most useful labor in any calling is drudgery—work which kindles no enthusiasm and elicits no praise—but without which signal success is impossible. “No man,” says the painter Innes, “can do anything in art unless he has intuitions; but between whiles he must work hard in collecting the materials out of which intuitions are made.” All great artists understand this, and act upon it accordingly.

Almost every day I receive letters from men who want criticism on their advertisements, or who would like to have me secure for them positions as advertisement writers.

Two claims are usually prominent in these letters.

One is that the work submitted is “entirely original,” and the other is that the writer believes he has natural aptitude or genius for the work.

It is comparatively seldom that these young men tell me that they have been working and studying, and that there-

fore they believe they have acquired some degree of proficiency.

Their impression seems to be that a man is born with the ability to write advertisements, just as he might be born cross-eyed or red-headed. It never seems to occur to them that there is anything to be learned about it.

No young man starts out with the idea that he was born with an expert knowledge of medicine or surgery. He would hardly attempt to cure appendicitis with nothing save inspirational knowledge on the subject.

But he can write ads.

That ability comes naturally to him.

Now I want to say to you that ability doesn't amount to half as much as hard work.

A good, hardworking plodder will beat a lazy genius every time.

This is particularly true in the advertising field. Success in advertising comes from the continuous, common sense attention that will result in a perpetual procession of reasonably good advertisements.

The flash of genius is not necessary.

Once in a while some man makes a scintillating hit. He strikes a catch-phrase that is really catchy. But it's a hundred to one that he simply made a scratch. He just happened to hit it, and he may live to be a thousand years old and never hit it again.

One man is about as likely as another to strike a good catch-phrase, and it is pretty sure that when he does strike it he won't know that it is a hit until after it has been used quite a little while.

I don't know anything about it, but I would be willing to make a small bet that the phrase, “You press the button and we will do the rest,” was an accident, and that when Mr. Charles M. Snyder invented “See that hump!” he did so simply in his earnest effort to bring out the strong point in the article he was advertising.

Mr. Snyder's reputation in advertising is largely due to that one catch-phrase, but his employer's profits certainly came less from the catch-phrase than they did from the hard, continu-

ous, earnest, intelligent work that Mr. Snyder gave to the other features of their advertising.

Rudyard Kipling is usually counted a genius, and yet in a recent copyright suit which he brought against Elbert Hubbard, the publisher of *The Philistine*, he made affidavit to the fact that "for fourteen years he had been engaged in the business of writing ballads, sketches, stories, etc., and that by much hard work during this time he had devised and perfected a style that made his work distinct."

There's nothing in that about "natural ability." Kipling learned to be a literary worker just as a man learns to be a worker in any other line. He went to the best possible literary school, the newspaper. He was a reporter, and I'll venture to say that he has set type and could set it to-day if he were pushed.

A man who wants to be an advertisement writer should go through much the same process. Of course a man can write ads without knowing much of anything about type, or for that matter without knowing much about advertising, but the more he knows about these things the better his ads will be.

The best advertisement writers I know of have been printers, or have been so connected with the newspaper business that they were pretty familiar with printing.

The printing office is a first-rate primary school for the advertisement writer, because certainly three-fifths and probably seven-tenths of all the printing that is done is either for advertising purposes, or is directly connected with advertising.

The man who has secured the degree of "A. M." or "Ph. D." is not thereby necessarily unfitted for the work of advertisement writing, but the degree of "P. P."—practical printer—is likely to be much more useful to him, and in either case he will have to work and study.

Aud he had much better devote his time to the intelligent and commonsense study of plans and ideas already in existence than to a vain struggle for originality.

Anybody can become an advertisement writer, just as anybody can become a carpenter or a lawyer. Some, by reason of natural abilities and early training, will be better carpenters than others; but the one who goes the fur-

thest and does the most will be, almost without exception, the one who works the hardest.

* *

P. L. Hennessey & Bro., real estate and insurance agents in Vicksburg, Miss., send me a little folder for criticism. I read it because they asked me to. Otherwise I certainly would have refrained.

The man who printed it used more kinds of type, borders, ornaments and miscellaneous curlyques than most print shops can afford. When he got through with it, it made such a maze of ink running in different directions that nobody who had anything else in life to attend to would undertake to read it, unless he was impelled, as I was, by a sense of duty.

As Hennessey & Bro. are not printers, this condition of affairs is perhaps not directly chargeable to them. But the fact remains that they didn't do their part well, either.

Beyond the bare statement of the fact that they are in the real estate and insurance business, about all there is in the folder is this:

Realizing that with the continued improvement of our city there will be a demand for investment property, with this object in view we have carefully selected property in all parts of the city that is for sale, thus placing us in a position to satisfy the desires of all who contemplate investing in city property. Come and see us.

Those desiring to purchase a home in any part of the city or suburbs will save money by investigating our list before closing with any one else.

You can pay monthly, quarterly, semi-annually, annually or cash.

Now, it is more than probable that almost everybody into whose hands this folder may have fallen already knows everything there is in it. Vicksburg is not so large a town but that the people are well aware that Hennessey & Bro. are in the real estate and insurance business, unless it is a very new concern. Hence, this folder tells the public nothing it didn't know before.

The bare statement that people who want to buy real estate or insurance of any kind ought to go to this firm and save money doesn't cut any figure. Every other agent in Vicksburg could, and probably does, say the same thing.

There must be some reason why Hennessey & Bro. deserve patronage. They must have some facilities not possessed by the average agent. They must have some properties in their hands that are special bargains and

can be secured only through them. These are the things they ought to advertise.

If they had spent the same amount of money on an advertisement for some line of insurance or some one or more pieces of desirable and cheap property which are exclusively in their hands, they would have done much better.

Next time they feel like doing advertising of this kind it will be much better for them to take out some one or some few things that they want to sell, tell all about them, what the price is and why the price is low, and stand over their printer with a club.

* * *

Kilpatrick & Lanier, dentists in Montgomery, Ala., send me a little folder which they are distributing. Spread over the first page in various kinds of type are the following statements:

"We do not build our business hopes on sentiment, or because we were established before the flood. Nor yet on schemes of false representations. Merit only is the chief factor upon which we stand, and invite you to inspect our work."

This was bad enough before the intelligent compositor got hold of it and used it to show what a fine variety of display types there was in the shop.

If Kilpatrick & Lanier wanted to say something of this character they might have done so in a little more simple and forcible way inside the folder. But it certainly has no business on the cover.

There is lot of poetry on the back cover which might well have been dispensed with.

The gist of the whole thing is found in the little catechism which follows:

Are you a business man or woman?

Do you pay 12c. per pound for an article when you can buy the same for 6c.?

Do you know that every dentist in this and all other countries uses identically the same quality of gold for filling teeth, and the same for making crowns and for bridge work?

Do you know that Kilpatrick & Lanier make as good crowns as can be made on earth and charge only \$5 each?

Do you know that the loss of teeth impairs your health?

Do you know that the cause of bad breath is due almost wholly to bad teeth?

Did you ever see a pretty face spoiled by bad teeth? I look for them.

Do you know that our work can not be surpassed in any line, and our prices are within reach of all? Hundreds of cases to refer to in this city.

These people have the right idea, and if they will try again and use a

little more solid fact and convincing argument and less poetry they will undoubtedly do better.

* * *

W. L. Agnew, advertising agent of the Great Northern Railway, sends me a handsomely printed and illustrated folder, advertising the Buffet Smoking Car service of his railroad, which he says made a great hit.

It describes fully all the conveniences and luxuries which Buffet Cars offer, with half-tone illustrations. Its title is "For Men Only," and the first page shows a picture of a man smoking, with a box of cigars and a bottle of wine beside him.

Around the bottom and up the side of the picture, apparently written in red ink, is this inscription: "I hear you are going on a trip, old fellow, so I send you this. This car is simply a peach. Be sure you go by the Great Northern. See you later."

On the back page, which shows a corner of a car, is written, in the same manner: "You get a bath, shave and shampoo on these cars. Recognize the fellow in the chair?"

Taken altogether, it is certainly a very novel and striking piece of advertising, and what it says is as equally worthy of commendation.

* * *

If you want your ad to be seen and read, you must make it stick out. It must be just as different from the others as you can make it. No matter what kind of a message you have to tell in your advertising, it will not be seen by a great many readers if it is not conspicuous.

* * *

Advertising is no more uncertain than any other business venture. It is subject to the same rules and conditions. It offers the same chances of success. No man can tell in undertaking any line of business just what it will pay. He believes that it will pay and tries to make it pay, and that is all he can do. It is the same in advertising. You can advertise and spend your money in the most intelligent way and wait for results.

* * *

An ordinary ad will make the best space useless. Better put a ten-dollar ad in a two-dollar space than a two-dollar ad in a ten-dollar space.

* * *

The money you pay for good copy is like the money you pay for insurance on your stock.

PRINTERS' INK.

**Cubanola
Reveries**
By a Washington...

CUBA-NOLA

Always inspires pleasant fancies. It clears the brain and helps one to think a thing out—the casual meeting—on the car—on the beach—the drive—the betrothal—the wedding and the sweet little cherubs.

No 5-cent cigar sold in Indiana insures such perfect and complete satisfaction as

CUBA-NOLA

...sold by all first-class dealers everywhere

A. Kiefer Drug Co.

A CIGAR PHANTASY.

The advertisement on the left is reproduced from a full column announcement that recently appeared in the Indianapolis *News*. Whatever may be thought of it, there is no doubt that it is out of the rut of the present day cigar advertising.

A "SHELL CORDOVAN" LESSON.

Frequently the merchant assumes that because he has long known a thing everybody else must know it. This leads him to use in his ads technical terms which people do not understand. A shoe ad talks about "dark" soles, and many a man supposes it means wooden soles, or it talks about "coin" toes, and gives the layman no idea at all. A great deal has been seen in shoe advertising about "shell cordovan," but we never had an idea of what it was until we read the explanation of it in one of the ads of a merchant in Philadelphia:

"Shell cordovan is a spot of leather from the buttock of horses. The tanner can tell with his eyes shut just where this extends—horsehide is rough and spongy except this piece, which is firmer than French calfskin and takes a polish almost like patent leather. From a horsehide there is barely enough 'shell cordovan' to make a pair of shoes."

We call that a strong advertising paragraph. It not only gives information but it carries conviction that the "shell cordovan" shoe which the advertiser puts on sale at \$3 must be a bargain. If there is only one pair in a whole horsehide, it is to be believed, as the ad says, that a "swell Boston dealer leads off a strong shoe chat with cordovan shoes at \$3." —*Brains.*

THE CHEERFUL IDIOT.

"By the way," asked the slow boarder, "has any one ever found out what Kippling meant by 'Adam-sad?'" "Adam's ad," said the Cheerful Idiot, "was for a new home for a couple just beginning housekeeping." —*Indianapolis Journal.*

WHY HE CAME BACK.

"I thought people didn't notice your ad," said the editor. "They didn't seem to," answered the merchant, "until I took it out." —*Chicago Grocer.*

HE FAILED AS ADWRITER.

The following piece of alleged humor is taken from the *National Auctioneer*, Chicago:

Having failed at everything else I started out as adwriter. I advertised to get up advertisements for merchants that would present their claims for patronage much better than they could do it themselves. Merchants as a class don't know enough to tell the public what they have got to sell in the proper way, and as I had more brains than I could possibly use, I concluded I could score a big success. The first application I got was from a man who had just started a saloon. I sent him something like this:

The Slam-Bang Saloon

JUST OPENED—
EVERYTHING NEW.
New Fixtures, New Glass Ware, and
New Liquors,

FRESH FROM THE STILL.
Not a Drop of Old Liquor of Any
Kind in the House. Open 24 Hours
Every Day. Come Right in, Bring
All Your Friends, Stay As Long as
You Please, And Have a Royal Good
Time. Poker Rooms in the Rear.

Would you believe it, he sent this back with the following insulting letter:

"You must be an idiot. Don't you know that all liquors must have age before they are fit to drink? Advertising 'liquors fresh from the still' would kill any saloon on earth. And the idea of stating that we keep open all night, when the law requires us to close at 12 o'clock. What we don't want the authorities to find out, is that we keep open after that time. And to advertise a poker room—that makes me tired. Where have you been all your life? You had better go and keep a hog ranch."

A dry goods man who made a specialty of ladies' hose was my next customer. He wanted me to bear down heavy on that feature. I worked two days to get it just right. Here is what I said:

"We have the best stock of ladies' hose in the city. They come high, but are sold at low down prices. Polite clerks will be on hand to assist in trying them on, and a fit is guaranteed. We have them with large-sized feet and small legs, to suit a majority of our customers. Do not fail to patronize this department."

The ungrateful merchant returned this and added insult to injury by writing:

"You have evidently mistaken your calling. I want advertisements to draw trade—not drive it away."

The next application was from a druggist who made a leader of face powder. I made a great effort for him, as follows:

"Our face powder is the finest on earth. We want all the old, wrinkled, sallow-complexioned, freckle-faced, homely women to come to our store at once and buy our face powder. If its use is persevered in for three or four years it will make the worst-looking old hag look quite decent and respectable. Price 50 cents a box, and much cheaper by the barrel."

He returned it, but he wrote me a respectable letter. He said: "Your ad is a dandy, but is not exactly what we want."

Adwriting is a failure with me. I shall seek some other line.

NO GENERAL advertiser can afford to use all of the leading dailies, weeklies, monthlies and cars of the country at even the best rates obtainable.—*The Advisor.*

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Try to have the headlines of your ads come just as near as possible to the main subject. In a large majority of cases the very best possible headline is the name of the goods in combination either with the special price or the special description, or circumstances or occasion upon which the advertisement is founded.

For example: "Fifty-cent Ribbon at 10c. per Yard" is a better heading than "Feminine Vanity" or "Lovely Women," or any of those generalizing titles.

Don't generalize. Don't imagine you have to disguise the business part of your advertising as if it were a bitter pill to be sugar coated. If your goods are all right people want to know about them and you want people to know about them.

The sort of people you want to attract by your advertising are people that you can probably sell goods to. You don't want to attract mere idle curiosity seekers. You don't want advertisements or headlines that will merely catch an idle fancy. That isn't business; and advertising is business.

It is a mistake to suppose that advertising has got to be disguised or covered up in any way. The plainer and franker and more business-like it is the better people like it. If a woman wants ribbons, or shoes, or a tailor-made gown, or a piece of furniture, or if she is likely to want it or is in any position where she will probably want it before long, then the description and price, and if possible the picture (a good one) of that particular piece of goods, is the most attractive form of advertising to her.

An advertisement that beats all around the bush and talks about the weather and the little birds singing in the branches, and all that sort of rubbish, not only uses up space that has to be paid for, not only makes poor writing from a literary standpoint, but obscures and handicaps the particular element of advertising that is most attrac-

tive to the people you want to reach.

Men's Patent Leather Button Shoes.

\$3, \$4, \$5.

The Patent Leather Button is the correct shoe for dress wear and the aristocrat of shoes. We have them in all the new and fashionable shapes at all of the above prices. Our patent leather shoes have a nicety of finish and detail that commands them to the dresser of discrimination. In order to get the most satisfaction from a patent leather shoe particular care should be given to the fitting. We give that care.

All About It.

Stylish Dress Gloves, \$1.

A special line provided to meet the demand for gloves for commencement and wedding wear—the very best values that could be obtained in women's real French Kid Gloves to sell at \$1. They are made with ivory clasp fasteners, and you have your choice of white, pearl and butter color, in thin, flexible skins, tastefully embroidered. They look more like the \$1.50 kind and quality—we fit them for you, and they are unusual bargains at \$1.

Real Estate.

SURE!

There are other fine sites for a home besides "Arena"—Yes! But when the several advantages of each are, one by one, considered, Arena is seen to have the best foundation.

Give Arena time—plenty of it—and it will have surpassed the fondest hopes of the heartiest backer of the present hour. Strong talk—to be sure! But every word is carefully considered. In the light of existing conditions and future must-be events, fancies will have become facts.

Meanwhile the foundation stones are, one by one, being laid. And those who can comprehend the structure that will thereon rise, may secure "ground floor" privileges.

*Another Clothing Argument.***How Much?**

Well, that depends. If you want the very finest thing in the world the very best tailors will charge you \$65 or \$75. There are not many such tailors.

If you want a suit as good as any medium-priced tailor can make we can sell it to you at from \$15 to \$25.

We can give you a better suit than any cheap tailor can make at from \$10 upward.

We can give you some values at the present time very much out of the ordinary, as quoted in the subjoined list.

Good One for Nursing Bottles.

Hot Weather Is Coming!

Don't risk baby's health by microbe breeding rubber tube connections on the nursing bottle.

A graduated nursing bottle with a Goodrich nipple (two for 5c.) can't be beat.

Safe Deposit Vaults.

Certainty

V.S.

Uncertainty.

If you have anything worth saving put it in one of our strong boxes. Don't leave it in the house.

SAFE DEPOSIT VAULTS
FIRST NATIONAL BANK.

A Scheme to Sell Coffee.

Java and Mocha Coffee Free!

To every customer buying 1½ lbs. of our finest Java and Mocha coffee for 50c. at any of our stores, this week, we will give half pound free.

½ lb. Java and Mocha free!

It is our purpose, and it is business policy for us to prove to you that we sell the finest coffees in the city. We know we do this and we know we can afford to.

We are on "the inside" in the coffee business in any way you look at it. Inside in buying green coffees of the largest importers for cash. Inside in roasting. Inside in selling.

We appreciate the fact that it is quality above everything else that makes coffee customers.

We could not afford to make the above offer unless we knew we had coffee that would do us good.

*A Tinsmith's Talk.***Have it Fixed—**

the leaky tin roof or gutter. A little expense now will save you money. We will do the work promptly and at surprisingly low cost.

Let us estimate on your contracts for roofs, gutters, cornices and conductors. We will save you money.

A Good Ad—Gives Prices and Particulars.

Summer Skirts and Waists.

When you can get a stylish homespun skirt for \$3.95 fashioned on the latest lines by master designers, is it worth while to bother with making? At \$6.95 we have them in gray plaid homespun—and they have style that your dressmaker could not put in them. For traveling and dusty days anywhere there's no finer skirt than a mohair. We have black Sicilian skirts, cut in flare style, at \$4.95, and of black mohair, habit style, at \$2.95.

For a skirt for all-around use few clothes equal the storm serge—for outing, traveling, semi-dress and housewear—they are cool, neat and appropriate; here at \$4.95 and \$7.50.

Soda Water.

The Glass That Cheers

but not inebriates is the one that is popular with the business man of Utica. For a refreshing and delicious beverage on a warm day there is nothing to equal our cold, sparkling soda water, flavored with pure fruit juices, and with all the newest flavors in phosphates and milk shakes.

Rubber Hose.

"Things Rubber."

Nature has been doing noble work for your lawn.

But you'll need to do something, too, when the sun shines. Better get a good Hose now and be ready.

Reliable sorts 6c. to 20c. the foot.

Sea Salt.

Bath Room Toilets.

Mermaid Sea Salt.—If you have never tried sea salt you have missed a good thing; it makes the bath much more refreshing and exhilarating; 5 pound boxes, 25c.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

There are two principles of display which should impress themselves upon the minds of retail business men. They are, first, that the more you display your goods, the more of them you will sell; second, the better you display them, the quicker they will sell.

* * *

To make a success to-day, a man must have some one thing in which he is especially proficient. The day when the "Jack of all trades" was in demand seems to have passed as far as the individual is concerned. The man who makes it his business to become an expert in some one particular line usually makes a success and can usually do better work in his line than the man who does not give such constant study to the subject.

In a recent issue of *Success* was published an interview with Mr. William Maxwell Evarts.

Mr. Evarts looked back over his long life of usefulness and compared the chances of success of the present day with the chances of success of the day when he was beginning his life work.

Mr. Evarts has been Special Envoy to the Court of St. James, Attorney-General during President Johnson's administration and Secretary of State for President Hayes, and anything he may say about the requirements of success certainly ought to carry weight.

The general advertisement writer of to-day is very often criticised because he is said to be an expert in the profession which he has chosen. Perhaps because there are so many so-called experts in the advertising line is one reason why the title is sometimes used in ridicule, but the man who is really an expert, who makes it his business to be better posted upon advertising subjects than the average, who through long experience has learned the thing to do and how to do it, etc., is certainly the man who is most likely to succeed in business, if Mr. Evarts has good judgment of the requirements of success at the present time.

Here is a paragraph taken from the interview which may encourage many to select and study a line of business, and endeavor to become an expert in it. Mr. Evarts was asked:

"How do you think the chances of success to-day compare with those of twenty-five years ago?"

He replied: "I think they are equally good in most things and much better in some. They say there are too many lawyers now, and it is perhaps true, but there never can be too many good ones. I think there will always be room for experts in every trade and profession, and I can not believe that there are too many working at anything. The world offers but poor encouragement for poor or mediocre workers. One must be an expert in some one thing or he will fare badly. I think there is room for every good man in some profession, but he should find that profession and stick to it."

Even the great stores and great business houses of the present day, although some of them may carry an immense variety of goods, usually have some one or two points to which they give special attention.

For instance, John Wanamaker might justly claim to be an expert at carrying large stocks and for giving customers satisfactory attention in the store.

R. H. Macy & Co. might correctly claim to be experts at making low prices.

Siegel Cooper Co. are experts at handling immense business in the multitude of different kinds of merchandise.

For each store to dwell upon its own peculiar expertness is good advertising and brings good business.

* * *

PHILADELPHIA, Pa.

C. F. Jones, care of PRINTERS' INK:

I see in the columns of your paper that you receive samples of advertising and on which you pass judgment as to their being the proper method of advertising one's business. We are but young advertisers, and as I write all my own advertising it is my desire to improve wherever it may be possible. Therefore I send you a few clippings which, if you care to criticise same in your paper, I would appreciate it very much. Wishing you every success with your paper, which has given me many good points, I am, Yours truly, A. M. SHUTE.

For the benefit of any of our readers who may be interested in advertising a laundry, I will repeat here two

of the advertisements inclosed with the letter. They are in the ordinary two inch single column. Any good laundry that advertises intelligently ought to make a very pronounced success, because there are so few laundries that do advertise, and not many of those are doing very good work.

These advertisements are small but are fairly well displayed and tell just the points about the laundry that people are most interested in.

I would suggest, however, that each advertisement ought to state the telephone number, so that the readers could call up the laundry without having to take the trouble to write.

Are You Looking

WAGONS RUN WITHIN 15 MILES OF CITY HALL.

for an old-fashioned hand laundry? Ours has been since 1804; all shirts hand ironed, collars smooth edges, German finish. Colored goods absolutely guaranteed not to fade.

Quaker City Laundry.

ANDREW M. SHUTE, 414 Locust St.

You're Another

WAGONS RUN WITHIN 15 MILES OF CITY HALL.

sufferer from the effects of collars with "sharks' teeth" edges and finished with a China gloss, which cracks the edges; our German finish is worn by all refined people.

Quaker City Laundry.

ANDREW M. SHUTE, 414 Locust St.

Mr. Frank J. Ashton, of Rockford, Ill., recently sent out an invitation to an opening of his new store. It was printed on the brightest red paper I ever saw used for circular purposes, the envelope matching the invitation. The invitation was printed in silver and looked very nice. The red paper showed off the silver, but made a combination that was very hard to read. The attractiveness, however, of the red paper and envelope no doubt caused all the people in Rockford who received it to at least read over enough to find out what it was about.

PUTNAM, Conn.

Mr. Charles F. Jones, New York, N. Y.
Am much interested in your "Business Management" department of that valuable "Little Schoolmaster," PRINTERS' INK. I would like you to give your opinion on the inclosed "spice" advertisement. The bags were placed on the desks of Senate and House of Representatives, and took great. Many other things besides allspice could be used; sugar, for instance, with the heading, "'Tis sweet," to

memory, etc. I think merchants in general could use this scheme to advantage. Do you Wishing you and PRINTERS' INK what you really deserve, abundant success and prosperity, I am, WM. H. TAYLOR,
Founder Conn. Editorial Ass'n.

This letter was accompanied by a little manila paper bag. The bag was partly filled with allspice, and on the outside of the bag was shown a picture of the capital and the following matter:

A little spice now and then
Is relished by legislative men.

Life is not all spice, but, Mr. Legislator, why not afford your fellow members of the legislature of '99 a "little spice" in the form of "pleasant memories"?

Don't know how to do it? Well, we will respectfully tell you.

Be represented in "Taylor's Souvenir of the Capital," and you and your colleagues will have something "sweet to memory" all your days—long and happy days, I sincerely hope. Please tell the messenger of your section, right away, if you care to afford these "pleasant memories." He will kindly tell me, and I will gladly come to you and do the rest.

Yours for "Auld Lang Syne,"

WM. H. TAYLOR, Publisher,
Putnam, Conn.

Hartford Office, Room 26, Capital.

I have no doubt that the advertisement proved very attractive.

Twenty years ago almost any kind of a show window was thought good enough; but in these days of competition it is necessary to have all the modern appliances. In place of the small, dingy, cramped windows which were used in the retail stores of former generations, our metropolitan houses of to-day have large, roomy, well-lighted windows which show off the merchandise to the best advantage.

Retail business men in New York City, or in any large city, will not be particularly interested in this paragraph because they probably realize the importance of having their stores look bright, attractive and clean.

There are so many business men in the smaller cities, however, who neglect these things that it is well once in awhile to remind them to keep up their store appearance.

I am reminded of this by a conversation which I recently had with a druggist from a town of ten thousand inhabitants in a western part of the State. He told me some things about his business, but led me to believe that he considered the matter of keeping his store nice looking as a matter of too much expense for him to stand.

The outside of your store plays an important part in your business. If

dingy, dark, dirty and carelessly kept, it is very natural for the people passing to believe that the same conditions exist inside as out.

Of course, it is true about stores as it is about people that you can not always judge a man by his clothes; but whether this is the correct way to judge or not does not cut any figure, as the world generally will pass their judgment upon you from what they see on the exterior.

There is a great difference between an untidy store and a plain store. A great many of the best houses in the country have a plain, unassuming appearance, but you will find all of them very neat and clean about the premises.

Very few people will go into a dirty store for the purpose of buying a light-colored silk dress, or any other goods that they desire to be fresh and clean. The outside of your business may be very plain, yet you can keep it polished up and shining, so that people will know at once that you are wide awake and enterprising, even though your store may not be half so fine as some of your neighbors'.

A nice new awning over the door makes a shady spot for warm days and a dry spot for wet days, which many people will take advantage of, when passing, to stop and look in your windows.

A fresh coat of paint now and then might cost you a few dollars, but the expense would be very little compared with the nice appearance it would give your house.

A new set of window shades for the upstairs windows would add greatly to the looks. It is surprising how careless some stores which claim to be quite metropolitan are in regard to the appearance of their upstairs windows. Some very unsightly things are plainly seen from the outside and spoil whatever neat appearance the lower floor may give the store.

It will be quite an advantage to you in your business if you can cause people to comment upon the nice looks of your place as they pass on the street. This appearance will act somewhat as a bait to draw them inside the store.

Then you should keep the inside of the house correspondingly clean and tidy. The floors should be kept swept and scrubbed often enough to keep them free from the least particle of dirt. Show cases and shelves should be dusted many times a day. Goods

will soil quickly coming into contact with dusty shelves and counters, and the amount that you would save in your goods would more than pay the cost of having some one whose duty it is to keep things clean. If the floors and counters of the store look dirty people will naturally think that the goods in the boxes are the same way, and more than probably this will be the case.

Not only should your store be nice looking in the front and in the centers of the aisles, but you should make it a point that your clerks keep the places behind the counters free from litter and trash. Very often customers get a peep behind the counter and it does not look very well to have it piled up with rubbish.

Another thing which will greatly add to the good appearance of your store is to have your goods carefully arranged on the shelves. One piece of goods lying one way and another another gives a very unsightly appearance. Everything about a business house should look as neat as a pin, to use an old expression, and the store that can get the reputation of being the cleanest, the most orderly store in the city will more than likely get a large portion of the best trade.

It is often very hard to get a store cleaned up nicely if it is once allowed to get out of order, and therefore it is well to take things at the start. Begin the morning by rearranging stocks just as soon as they get out of order. It will take very few minutes now and then to put the goods back in place, whereas, if allowed to run on during the entire day, everything will be so mixed up before night that half the clerks will not know what they have in stock, much less be able to straighten it out in a reasonable time.

The only way possible to keep the floors of a store clean is to have a strict rule that no employee shall be allowed to throw anything on the floor. Have a box here and there in some out of the way place where scrap paper, etc., can be placed. Keep your porters on the move emptying these boxes and picking up any scraps which the customers may drop. A small boy with a dust rag, going from counter to counter, can very easily keep everything polished and shining. All these things will add to the value of your business and count for a good deal in the long run.

\$175,000,000 that's a lot of money

The Lake Superior Iron Ore industry, and its distribution, representing an investment of over \$175,000,000, are centered in Cleveland, Ohio.

Cleveland is the greatest bituminous Coal market in the world.

The Lake tonnage owned in Cleveland represents more than \$20,000,000.

Cleveland is the trade and jobbing center for Northern Ohio, Western Pennsylvania, West Virginia, Eastern Indiana and Southern Michigan, with a population of 3,000,000.

It is this thriving, active population you speak to through the Street Cars of Cleveland.

We control the Street Car advertising of Cleveland. May we come to you with details?

The Mulford & Petry Company



WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.

EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

CLEVELAND OFFICE: 55 EUCLID AVENUE.

Street Car Advertising

Street car advertising is without doubt one of the best mediums for introducing an article thoroughly and quickly, and of late every large advertising expenditure includes an appropriation for street car work. One of the great advantages of street car advertising and one which has induced many firms to take it up successfully is the fact that it is not over done. The space is limited, each advertiser has a divided space to himself, with ample room for good display or illustration, all of which insures an individuality and prominence much to be desired.

Especially since the introduction of the new electric lines, with every part of the city accessible by the street cars, this method of advertising is commanding the attention of all discriminating advertisers.

It is estimated that each car in a large city carries on an average one thousand passengers a day, and figuring this out at the price the advertiser is asked to pay, it amounts to about two cents per thousand people reached. Considering the size and prominence of the advertisement this rate will compare most favorably with that of any advertising medium.

Lithography, too, has lent a helping hand. With many firms now giving attention to this special line of work, striking cards in colors are easily obtainable, where formerly the advertiser had to content himself with an ordinary type display or expend a goodly amount for a none too good piece of lithography.

But if you are going into street car advertising, go into it right—do it thoroughly, and don't be satisfied to put in one card and let it run unchanged throughout the duration of the contract. Frequent attractive changes, with good illustration and convincing argument, will win in street car advertising as well as in newspaper work. It's the constant drop of water that wears away the stone ; it's the constant change of copy with a new clinching argument each time that wins the customer ; it's the constantly riding in the cars that compels the passenger's attention to your advertisement whether he will or no.

*B
And Place Your Appropriation In Reliable Hands.*

GEO. KISSAM & CO.
253 BROADWAY, NEW YORK.

